

School of Management

TOUR 412 TOURISM ENTREPRENEURSHIP

Trimester 2, 2013

COURSE OUTLINE

Course coordinator

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Teaching Period

Monday 15 July – Friday 18 October

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 26 July 2013.
2. The standard last date for withdrawal from this course is Friday 27 September. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an 'Application for Associate Dean's Permission to Withdraw Late' including supporting documentation. The application form is available from either of the Faculty's Student Customer Service Desks.

Class Time and Room Number

Monday 13.40 – 16.30 in room RHG01

Please note that the class sessions on 12 August and 19 August may take longer than the allocated time.

BTM (Hons)/MTM Programme Learning Objectives

Learning Goal #1: Our graduates will possess and apply an advanced understanding of tourism management, be able to undertake and use research, and have a range of transferable skills.

Learning Objectives

Graduates will be able to:

- (a) demonstrate a critical understanding of theoretical and applied aspects of tourism management;
- (b) display an advanced appreciation for concepts and methods that inform the management of tourism organizations, businesses, and resources;
- (c) design and conduct independent research;
- (d) develop skills and knowledge that provide a solid platform for further postgraduate study.

Learning Goal #2: Our graduates will demonstrate application of critical and creative thinking skills to practical and theoretical tourism management problems.

Learning Objectives

Graduates will be able to:

- (a) think conceptually and analytically about tourism and its management;
- (b) synthesize and evaluate a range of tourism management issues;
- (c) access, evaluate and apply a range of information and data sources;
- (d) use innovative thinking and creative skills in the context of the tourism business environment and tourism research.

Learning Goal #3: Our graduates will be effective and confident communicators.

Learning Objective

Graduates will be able to communicate ideas and research findings articulately and effectively in a range of written and oral formats.

Learning Goal #4: By meeting the above learning goals, our graduates will display leadership and be able to assume positions of responsibility in the tourism industry and related sectors.

Learning Objectives

Graduates will be able to:

- (a) engage in effective decision making through their analytical, creative and communications skills and experience;
- (b) demonstrate a mastery of a wide range of tourism management concepts and techniques.

Course Delivery

Classes are delivered in three-hour sessions. Students are expected to undertake preparatory reading each week for class activities and discussion.

Readings

Selected references and readings will be given throughout the course but students are expected to use their own initiative for the assignments.

Expected Workload

According to the University's Assessment Handbook, students are expected to devote 10 hours per week to a 15-point course. Students are expected to come to class having read any preparatory materials and undertaken any directed preparation. Readings will be distributed during class each week.

Prescription

This course investigates entrepreneurship in tourism and hospitality. Topics include entrepreneurial behaviour, tourism business networks and business planning, and strategic management at an advanced level.

Course Content

Entrepreneurial thinking and entrepreneurial behaviour are associated with product development and innovation, the development of new services, new processes and accessing new markets. This course explores theoretical and practical issues in entrepreneurship in tourism. The focus is on Small and Medium Tourism Enterprises as the majority of tourism businesses in most New Zealand and overseas destinations fall into this category. Topics include characteristics of entrepreneurship and small businesses in tourism, entrepreneurial behaviour, tourism business networks, innovation and business planning in a tourism context.

The first part of the course examines and discusses the relevant tourism literature, particularly recent journal articles, in order to develop an appreciation of current issues in tourism entrepreneurship. The second part of the course concentrates on practical issues related to strategic management for small and medium sized tourism businesses and their application in an environmental scanning and business planning exercise that forms part of the assessment of the course.

It is the aim of TOUR412 Tourism Entrepreneurship

- to explain the nature and relevance of entrepreneurship in tourism,
- to explore and critically discuss research on entrepreneurship in tourism,
- to develop an appreciation of practical issues and techniques in tourism entrepreneurship through an environmental scanning and business planning exercise, and
- to build effective communication and leadership skills through discussion and an individual presentation.

Course Learning Objectives (CLOs)

By the end of this course, students should be able to

1. explain the nature and relevance of entrepreneurship in tourism,
2. explore and critically discuss research on entrepreneurship in tourism,
3. appreciate and explain practical issues and techniques in tourism entrepreneurship; and
4. demonstrate effective oral communication and leadership skills.

Course Timetable

Week	Date	Topic	Preparation <u>in addition to readings</u>	Formal deadlines
1	15 July	Entrepreneurship and entrepreneurial behaviour. Briefing assessments 1 and 2.	-	
2	22 July	SMTEs and regional development.	Selection and 3 minute presentation of essay topic. Bring journal articles that inspired topic selection to class.	
3	29 July	Business cooperation and networks.	<u>In groups of three or four</u> : Compare two tourism business networks of your choosing and identify similarities and differences. This exercise is a preparation for discussion in class.	
4	5 August	Lifestyle entrepreneurship and commercial homes.	Students are encouraged to submit a preliminary structure of their essay > up to one page, printed > feedback can be picked up from room 10.22 on Thursday 8 August, from 12noon onwards.	
5	12 August	Presentations (Please note that this class session may take longer than the allocated time.)		Presentations
6	19 August	Presentations (Please note that this class session may take longer than the allocated time.)		Presentations
Mid trimester break				
7	9 Sept.	Business environments: Scanning, decision-making and strategy. Briefing assessment 3.		Essay due at 12noon
8	16 Sept.	Guest lecture Ben Knill, CEO of Beek, Wellington-based tourism entrepreneur, followed by Q+A.	Get to know Ben's company 'Beek' on www.beek.co and check out his projects. What does Ben need to consider in environmental scanning for his company? (This is also an exercise to prepare for assignment 3)	

9	23 Sept.	Business planning: Lecture and workshop.	Students need to bring their material for assignment 3; opportunity to have questions and issues addressed in class.	
10	30 Sept.	Special issues in business planning and management I: Risk management and contingency planning.		
11	7 Oct.	Special issues in business planning and management II: Social media.	<u>In groups of two:</u> Select a tourism company and explore their social media presences. What are that company's priorities and their social media strategy? Why do you think that is? Bring one or two PowerPoint slides with a summary of your observations. Bullet points and screenshots are fine.	Environmental scanning and business planning exercise due at 12noon
12	14 Oct.	Wrap-up. Assignment feedback.		

Assessment

ASSIGNMENTS 1 and 2

The purpose of assignments 1 and 2 is to develop and evaluate students' ability to a) identify relevant topics in tourism entrepreneurship and b) to critically discuss one topic of their choosing in the context of the wider tourism and tourism entrepreneurship literature and theory.

Using relevant tourism literature databases, each student is to identify a topic in tourism entrepreneurship that forms the basis for discussion in the essay as well as the presentation. In the class session on Monday 22 July 2013, students are to briefly (3min) introduce their individual topics, highlight relevant aspects and explain their chosen essay discussion question(s). Once the course coordinator has accepted the chosen topic and questions as appropriate, students can start working on Assignments 1 and 2. Students are advised not to start work on the assignments before the class session on 22 July 2013.

ASSIGNMENT 1 – Individual Presentation (20%) 18 – 20 min presentation, 10 min moderated discussion

Presentation of their essay topic provides students with the opportunity to explore and to critically assess a tourism entrepreneurship issue of their choice and to communicate and discuss their ideas and arguments. The assessment of the presentation will be based on content, communication, (if applicable) visualisation of the content, presentation skills and the moderation of the discussion after the presentation. Students are free to use PowerPoint, posters, handouts and/ or other presentation methods.

Presentations are scheduled for **12 August 2013 and 19 August 2013**. Dates are subject to change and will be confirmed once student numbers and topics are known.

ASSIGNMENT 2 – Individual Essay (30%) 2,500 – 3,000 words

The essay must address the essay question(s) selected by the student and approved by the course coordinator in the class session on Monday 22 July 2013. Essays should be fully referenced. Credit will be given for choice of a relevant topic in tourism entrepreneurship, coverage of the literature, the depth of the discussion and the appropriateness of interpretation and conclusion.

Deadline: 12noon, Friday 9 September 2013 – submit to School of Management reception in RH 1022.

ASSIGNMENT 3 – Individual Report: Environmental scanning and business planning exercise (40%) 3,500 – 4,000 words

Conducting an environmental scanning and business planning exercise will help students to gain insights into practical issues in tourism entrepreneurship. Aggregating and presenting relevant points in the form of a report will assist students in identifying and communicating central matters for tourism businesses.

Students will be individually assigned a type of tourism business (e.g. accommodation, transport, tour operation etc) in the class session on 9 September. Students are to analyse the business environment for that type of tourism business in Wellington. Based on their findings, students are asked to propose a start-up business including the business plan for their type of business in Wellington.

Evaluation of the report will be based on the assessment of the internal and external environments of the proposed business, the discussion of implications for business planning, the business planning component of the report, and the overall quality of the report in terms of structure, purpose and clarity.

Deadline: Monday 7 October, 12noon – submit to School of Management reception in RH 1022.

Class participation

Students' active participation in discussion and class activities is essential to developing critical thinking and communication skills and to acquire leadership experience.

Assessment: **10%** of the final grade

This will cover your preparation for each class (including the set readings), contribution to class discussions and debate. You are expected to attend all classes.

Assignment	Title	Weight	Date	Course-related Student Learning Objectives
1	Presentation	20%	12 or 19 August, in class	4
2	Individual Essay	30%	9 September, 12noon	1
3	Environmental scanning and business planning exercise	40%	7 October, 12noon	3
4	Class participation	10%		2
	TOTAL	100%		

The four pieces of assessment are designed to evaluate your understanding of the key ideas from throughout the course and to assess the skills obtained from it. The assessments each relate to the Course-related Student Learning Objectives.

Penalties - for Lateness & Excessive Length of Assignments

- (i) In fairness to other students, work submitted after any deadline will incur a penalty for lateness. The Tourism Management Group has implemented a standardised late penalty for all tourism courses. Students who submit late assignments will be penalised at a rate of 5% per day (including weekends). **Saturdays, Sundays and public holidays** will be included when counting the number of days late. Assignments received **more than 7 days after the due date** will not be accepted and the student will **automatically fail the Mandatory Course Requirements**.
- (ii) Extensions will only be granted under special circumstances. Students who wish to apply for an extension must contact the course coordinator before the due date. Students who apply for an extension due to illness **must obtain a medical certificate**. Medical certificates must specify that the student is 'unfit to study' or 'unfit to sit an examination.' Medical certificates must also indicate the duration of the illness. Please take note: workload pressures and computer problems are not a case for extension. Please submit late assignments to the course coordinator.
- (ii) Course Outlines provide a signal to students of forthcoming workload, dates of submission etc, and thus student study plans should take account of course requirements across all courses. Consequently, workload issues related to other courses and employment will not be accepted as reason for dispensation from mandatory requirements or waiver of penalties. **Extensions** to submission deadlines for any assigned work will only be granted in **exceptional circumstances**.
- (iii) Students who are unable to comply with any of the mandatory requirements should make a written application for an extension to the due date for submission of assigned work or for waiver of a penalty, **in advance**, to a course coordinator, providing documentary evidence of the reasons of their circumstances.

All such applications must be made **before** the deadline and be accompanied by documentary evidence, e.g. a medical certificate, or counsellor's report clearly stating the degree of impairment, and the dates the illness or event prevented you from undertaking your academic studies. This can be applied retrospectively.

- (iv) In the event of unusual or unforeseeable circumstances (e.g. serious illness, family bereavement or other exceptional events), that precludes an application in advance, students should make contact with one of the course coordinators as soon as possible, and make application for waiver of a penalty as soon as practicable.
- (v) Word limits should be adhered to, especially so when they provide a guide to limiting the student's coverage of a topic. **The penalty will be 10% of the grade for an assignment which is 10% over the word limit.**

Please submit late assignments to the School of Management reception (Rutherford House, Room 1022, telephone: 463 5720). Office hours are from 9am to 5pm.

Mandatory Course Requirements

To fulfil the mandatory course requirements for this paper you must

1. submit all written assignments within 7 days of the due date and
2. carry out your presentation on the agreed date (see Section Penalties (ii) for exceptions).

Students who fail to satisfy the mandatory course requirements for this course but who obtain 50% or more overall, will be awarded a “K” fail grade. Standard fail grades (D or E) will be awarded when the student’s overall course mark falls below the minimum pass mark, whether or not the mandatory course requirements have been satisfied.

If you cannot complete an assignment or sit a test or examination, refer to www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat

Class Representative

A class representative will be elected in the first class, and that person’s name and contact details made available to VUWSA, the course coordinator and the class. The class representative provides a communication channel to liaise with the course coordinator on behalf of students.

Communication of Additional Information

Information on all course-related matters will be announced in class.

Student feedback

www.cad.vuw.ac.nz/feedback/feedback_display.php

Link to general information

For general information about course-related matters, go to <http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

Note to Students

Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.
