

School of Management

TOUR 401 RECENT ADVANCES IN TOURISM

Trimester 1, 2014

COURSE OUTLINE

Course Coordinator

Professor Doug Pearce
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Administrator

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Trimester Dates

From Monday 3rd March to Friday June 6th

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 14th March 2014.
2. The standard last date for withdrawal from this course is Friday 16 May. 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 Times and Room Numbers

Seminars

Monday	9:30 – 12.20pm	RH G02
3 March – 2 June		

Course Delivery

Course delivery will take a seminar format with active student participation.

Group Work

N/A

Expected Workload

Students are expected to devote 150 hours to this 15-point course, including 3 hours class contact time per week during the trimester.

Prescription

This course seeks to foster a critical appreciation of the tourism literature and to expose students to recent advances in tourism research. The first part of the course focuses on developing a systematic approach to the study of tourism, using frameworks and formulating critiques. The second part concentrates on recent advances in selected areas of tourism research and the emergence of new themes.

Course Learning Objectives

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 Content

The first part of the course aims to develop a more critical appreciation of recent advances in tourism research by focused readings, critiques of selected concepts and presentations examining how and where progress is happening. The second part of the course focuses on the development and use of frameworks with particular reference to structuring and synthesising emerging trends in tourism research.

WEEK	401 Programme
1 3 March	Introduction <ul style="list-style-type: none"> - expectations of Honours and Masters; - developing a critical systematic approach to tourism - set and discuss first assignment
2 10 March	Advances in tourism research – what progress is being made?
3 17 March	Critically reviewing the literature & developing research agendas
4 24 March	Advancing research on destination management
5 31 March	Advances in tourism research presentations (1)
6 7 April	Advances in tourism research presentations (2) Discussion of second assignment
7 14 April	Integrative frameworks for tourism
8-9 21 April - 2May	Mid-trimester break
10 5 May	Destination frameworks
11 12 May	Frameworks in postgraduate tourism research
12 19 May	Advances in tourism distribution research
13 26 May	Emerging theme presentations (1)
14 2 June	Emerging theme presentations (2)

Readings

The emphasis at this level is on a critical use of the literature, especially journals. Key ideas are developed from *Tourism Research: a 20-20 vision* edited by Douglas Pearce and Richard Butler (Goodfellow, 2010) and *Frameworks for Tourism Research* by Douglas Pearce (CABI, 2012). Selected references and readings will be given throughout the course but students are expected to use their own initiative for the assignments.

Materials and Equipment

No specific material or equipment is required.

Assessment

The three pieces of assessment are designed to evaluate your understanding of key ideas from throughout the course and to assess the skills obtained from it. To pass you must complete the assignments on time and to an appropriate standard (at least a C-) and participate actively in class.

Seminar 1

The aims of this assignment are to explore a major issue of your choosing, to develop your ability to synthesize and critique the literatures of tourism and to communicate and debate your ideas with your peers (Course Student Learning Objectives 1, 2, 3 and 4)

Topic: *Summarize the key advances that have been made over the last five years in research on any major tourism management issue then develop and justify a research agenda outlining what you see as research priorities on this topic.*

The presentation should take 30 minutes with 10-15 minutes given over to discussion. In your presentation you should summarize the key advances that have been made and outline and justify your research agenda.

Assessment for this assignment will constitute **45%** of the final grade (**10%** for the seminar presentation, **35%** for the seminar paper). Presentations are scheduled for **April 8 and 15**. The written paper is due by midday on the Friday after you have made your presentation.

The presentation will be assessed in terms of clarity, structure, content and your ability to handle questions. Your seminar paper should not exceed 4000 words, be well written, well structured, and fully referenced. In particular, credit will be given for breadth of reading, originality and creativity in the way in which you develop and justify your research agenda.

Seminar 2

Preparation and presentation of your seminar paper provides you with the opportunity to explore an emerging theme in tourism research and to create and apply an original integrative framework to communicate and debate your ideas (Course Student Learning Objectives 1, 2, 3 and 4):

Topic: *Develop and present an integrative framework to demonstrate the main characteristics of any significant emerging theme in tourism research. What are the implications of your framework for future research on this theme?*

The presentation should take 30 minutes with 10 to 15 minutes for discussion. Use your framework to outline the main characteristics of the emerging theme then summarize the major implications which arise from it.

Assessment for this assignment will constitute **45%** of the final grade (**10%** for the seminar presentation, **35%** for the seminar paper).

Presentations are scheduled for the period **May 26** and **June 2**. The written paper is due by midday on the Friday after you have made your presentation. The presentation will be assessed in terms of clarity, structure, content and your ability to handle questions. Your seminar paper should not exceed 4000 words, be well written, well structured, and fully referenced. In particular, credit will be given for coverage of the literature, the appropriateness of the framework and awareness of its implications.

Class participation

Your full and active participation is essential to develop your critical and communication skills, to acquire leadership experience and to get the most out of this course.

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

This will cover your preparation for each class (particularly the set readings) and contribution to class discussions and debate (Course Student Learning Objectives 3 and 4). In particular, you will chair one of the presentations for each assignment.

For the first assignment you will introduce the presenter and subsequently lead the discussion by commenting on the main issues raised and on the research agenda that has been presented. You should then direct and stimulate the discussion by posing questions and seeking questions from other members of the class.

For the second assignment you will introduce the presenter and subsequently lead the discussion by commenting on the nature of the integrative framework and how it has been used to demonstrate the main characteristics of the theme. You should then direct and stimulate the discussion by posing questions and seeking questions from other members of the class.

You are expected to attend all classes.

Penalties

- (i) In fairness to other students, work submitted after any deadline will incur a penalty for lateness. The Tourism Management Group has implemented a standardized late penalty for all tourism courses. Students who submit late assignments will be penalized 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**.

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 (Doug Pearce).

- (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, eg 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.

Mandatory Course Requirements

The three pieces of assessment are designed to evaluate your understanding of key ideas from throughout the course and to assess the skills obtained from it. To pass you must complete the assignments on time, participate actively in class and obtain an overall course mark of 50% or better.

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

Class Representative

A representative for all TOUR 400 level classes will be elected in the first week, and that person's name and contact details will be 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 course-related matters will be announced in class.

Student feedback

Student feedback on University courses may be found at 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.
