

School of Marketing & International Business

## **MARK 214 TOURISM MARKETING**

Trimester 2, 2014

### **COURSE OUTLINE**

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#### **Names and Contact Details**

*Course Coordinator:* Dr. Jayne Krisjanous Telephone: (04) 463 6023  
Rutherford House, RH 1118  
Email: [jayne.krisjanous@vuw.ac.nz](mailto:jayne.krisjanous@vuw.ac.nz)  
Office Hours: Thursday 11.30 am – 12.30 pm or by appointment

*Course Administrator:* Rebekah Sage Telephone: (04) 463 5723  
Rutherford House, RH 1121  
Email: [rebekah.sage@vuw.ac.nz](mailto:rebekah.sage@vuw.ac.nz)  
Office Hours: Monday to Friday 9.00 am – 4.30 pm

Guest speakers may also contribute to this course. This information will be communicated to the class throughout the trimester

#### **Trimester Dates**

**Teaching Period:** Monday 14<sup>th</sup> July – Friday 17<sup>th</sup> October

**Study Period:** Monday 20<sup>th</sup> October – Thursday 23<sup>rd</sup> October

**Examination Period:** Friday 24<sup>th</sup> October – Saturday 15<sup>th</sup> November (inclusive)

#### **Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before Friday 25<sup>th</sup> July 2014.
2. The standard last date for withdrawal from this course is Friday 26<sup>th</sup> 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 Times and Room Numbers**

**Lecture:** Thursdays, 1.40pm - 3.30pm  
Government Buildings, GB LT1

If you are unable to attend a lecture, please make arrangements with another student in the class, to review the notes. You should also refer to the blackboard site for a general outline of material covered.

## **Course Delivery**

Course learning objectives will be met through attendance at lectures, presentations by guest speakers and students, course readings, and the preparation of work for course assessment, both individually and in groups.

## **Group Work**

The MARK 214 assignment is undertaken through group work. You are expected to attend all group meetings arranged by the group and meet group and individual obligations in a timely manner so that the group meets the project criteria and requirements. It is important that you establish ways of working with and contacting each other as quickly as possible.

## **Expected Workload**

MARK 214 is a 15-point course. In keeping with this, students should plan to allocate roughly 10 hours of study per week, over the 15-week trimester for MARK 214. This time includes time preparing for and attending lectures and tutorials, preparing assignments and studying for the final examination. It is vital that you come to all course lectures and tutorials prepared. This will enable you to achieve the objectives for the course on an individual level and also help promote an effective learning environment for the course group as a whole. While lecture notes will be available on the course website, these cannot be used as a substitute for coming to lectures or tutorials and provide a framework of the lecture only.

## **Prescription**

This course examines specific approaches to planning, controlling and organising marketing for the tourism industry. It presents the major decisions that marketers have to make in tourism ventures and focuses upon two areas: marketing research and marketing planning in the context of tourism organisations. Specific guidelines are presented for both these activities

## **Course Learning Objectives**

By the end of this course, students should be able to achieve the following objectives:

1. Explain the concept of tourism marketing and its role within the experience economy;
2. Describe how the fundamentals of buyer behaviour are integral to tourism marketing;
3. Evaluate how research contributes to the formulation of tourism marketing decisions;
4. Appraise the social, ethical and economic aspects of tourism both within New Zealand and globally, including issues around sustainability in tourism;
5. Plan and execute a relevant tourism marketing strategy.

## Course Content

Week	Lecture	Tutorials & Assessment Dates	Chapter
<b>Week 1</b> <b>14 Jul</b>	Course introduction What is tourism and tourism marketing?	Sign up for tutorials on s-cubed	<b>1</b>
<b>Week 2</b> <b>21 Jul</b>	Tourism and the marketing framework Tourist markets <b>Brief for Group Project discussed in class</b>		<b>2 &amp; 3</b>
<b>Week 3</b> <b>28 Jul</b>	Guest speaker: TBA Research in tourism marketing	<b>Tutorial 1</b>  Group formation and project ideas (compulsory)	<b>4</b>
<b>Week 4</b> <b>4 Aug</b>	The tourism marketing services mix The product in tourism		<b>5 &amp; 6</b>
<b>Week 5</b> <b>11 Aug</b>	Marketing communications and promotion (i)	<b>In-class Test Thursday 14 August</b> 1.40 pm-2.40pm	<b>8 &amp; 9</b>
<b>Week 6</b> <b>18 Aug</b>	Guest speaker: Nick Thompson Marketing communications and promotion (ii)	<b>Tutorial 2</b>  Project topic presentation (compulsory)	<b>8 &amp; 9</b>
<i>Study break</i>			
<b>Week 7</b> <b>8 Sept</b>	Social media and tourism marketing Price and pricing in tourism	<b>Tutorial 3</b>  Project development (compulsory)	<b>7</b>
<b>Week 8</b> <b>15 Sept</b>	Customer relationship management Distribution		<b>10 &amp; 11</b>
<b>Week 9</b> <b>22 Sept</b>	Destination and events marketing The special interest tourist	<b>Tutorial 4</b>  Group project consultation	<b>12</b>
<b>Week 10</b> <b>29 Sept</b>	Marketing pro-social tourist behaviour Marketing of 'Dark Tourism'	<b>Hand in Group Project</b> <b>3pm Wednesday 1st October</b>	
<b>Week 11</b> <b>6 Oct</b>	Health, wellness and spiritual tourism marketing Catch-up	<b>Tutorial 5</b>  Project presentations (compulsory)	
<b>Week 12</b> <b>13 Oct</b>	Course review Exam preparation		

**Note:** There may be a need to revise some of these dates, depending on availability of guest speakers

## Readings

The prescribed text for the course is:

**Tourism marketing: An Asia-Pacific perspective**

**Authors:** Hsu, C *et al*

**Publishers:** Wiley, Australia (2008).

It is expected that reading of relevant chapters of the text, as on the course outline, will be done prior to commencement of the week's lectures for which the reading relates. The course will be drawing on a number of sources and texts

Additional materials such as case studies and readings will be made available to course participants during the course. Copies of the course text have been deposited in the Commerce Library; however, you are strongly advised to purchase the course text.

## Materials and Equipment

No additional materials or equipment are necessary for this class or the final examination.

## Assessment

From Trimester 1, 2014, a revised Assessment Handbook will apply to all VUW courses: see <http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

In particular, there will be a new grade scheme, in which the A+ range will be 90-100% and 50-54% will be a C-.

The final grade will be determined 50% on internal assessment and 50% on the final examination. The four items of assessment are listed below, with their weightings and due dates.

Assessment component	Date Due	Weighting
<b>Final Examination</b> - Closed book, 2 hour exam.	Date of the exam to be announced Students must be available during the entire examination period.	<b>50%</b>
<b>In-class Test</b> (60 minutes duration)	<b>Week 5: Thursday 14th August</b>	<b>25%</b>
<b>Group Project (5,000 word limit)</b>	<b>Week 10: 3pm Wednesday 1st October</b>	<b>15%</b> <i>(shared mark)</i>
<b>Final Group Project Presentation</b>	<b>Week 11 Tutorial 5</b> (individually assessed)	<b>10%</b>
		<b>100%</b>

## **Penalties: Written Project**

1. **Late Penalty:** In fairness to other students, work submitted after the deadline (3pm on the due date) will incur a penalty for lateness. Late assignments will carry a penalty of **10% of the available grade for each day late**. In the event of unusual circumstance e.g. serious illness, family bereavement, students should discuss waiver of the penalty with the Course Coordinator.
2. **Word Count:** Failure to adhere to the word count limit will incur a penalty of **5% for each 500 words** over the limit.
3. **Referencing:** Proper and accurate APA referencing is required in these assignments.

### **Failure to meet group obligations**

If a complaint is made by members of a project group because they feel a group member has not met group deadlines or commitments in a reasonable manner, the Course Coordinator will suggest ways in which the issue can be successfully resolved in a timely manner. If this is not successful and there is obvious evidence that a group member has failed in meet obligations, an individual penalty may be imposed by the Course Coordinator, following investigation of the matter.

### **Group Project Information**

The group project is a major focus of the course and as such teamwork is encouraged. The project involves you working with your group to develop a new tourism venture. You will need to discuss in your group what this concept will be. The written project will consist of a situational analysis and marketing plan for your venture. By the end of Week 3 (Tutorial 1) you are expected to have organised yourselves into groups of four (in some cases five) and submit names and contact details of your group members to your tutor. The Week 3 tutorial is set aside for you to do this. Group details will be placed on the Blackboard site later in the week. If you are not present at the tutorial when time is set aside to form groups, you will need to find an existing group to join upon your own initiative by the end of Week 4 at the latest.

You are expected to attend all group meetings arranged by the group and meet group and individual obligations in a timely manner in order that the group meets the project criteria and requirements. Thus it is important that you establish ways of working with and contacting each other as quickly as possible. Likewise, attendance at group presentations is compulsory, as this is an integral part of the course content and your learning. Exposure to the ideas and presentations of campaigns developed by fellow students on their chosen topics is an invaluable extension to your understanding of the tourism marketing field, both from a theoretical and practitioner perspective.

### **Handing in and return of Group Project**

The group project must be handed into the MARK 214 box on the mezzanine floor of Rutherford House by one member of the group by 3pm on the day it is due. Any work received after 3pm will be deemed late and incur penalties.

Where possible, the project will be returned to students in class (during lectures or tutorials for example), or by the lecturer/tutor concerned at a pre-arranged time and place. In accordance with University policy all uncollected assignments will be held by the SMIB office (RH 1121) for three months following the end of term, and then disposed of.

### **Use of Turnitin**

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Turnitin is an on-line plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and submitted to Turnitin. A copy of submitted materials will be retained on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

### **Examinations**

Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period. The final examination for this course will be scheduled at some time during the following period:

Friday 24<sup>th</sup> October – Saturday 15<sup>th</sup> November (inclusive)

### **Mandatory Course Requirements**

In addition to obtaining an overall course mark of 50 or better, students must:

1. Attend and present work as outlined in the assessment section and course schedule (written group project and group project presentations, in-class test and examination)
2. Attend all tutorials where attendance is compulsory (1, 2, 3 and 5) **and**
3. Obtain a minimum mark of 40% in each piece of assessment: test, project presentation and written report and final examination.

Failure to meet these requirements will mean that you will receive a K if your course mark exceeds 50, otherwise a D or E.

If you cannot complete an assignment or sit a test or examination, refer to

[www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat](http://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**

Course information and lecture notes will be posted on the Blackboard website <http://blackboard.vuw.ac.nz>. This site will contain regular announcements, assignment information, external links, lecture notes and other resources. Lecture notes available will provide a **framework only** of the main points presented in the lectures. Additional Information and/or announcements which may need to be made from time to time will be posted on the MARK 214 Blackboard site, and made in class when possible.

### **Student feedback**

Student feedback on University courses may be found at

[www.cad.vuw.ac.nz/feedback/feedback\\_display.php](http://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.

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