

School of Management

TOUR 409

STRATEGY AND TOURISM ORGANISATION IN THE GLOBAL ECONOMY

Trimester Two 2014

COURSE OUTLINE

COURSE CO-ORDINATOR

Dr Mondher Sahli

Room: RH 916, Rutherford House
Phone: 463 5718
Email: mondher.sahli@vuw.ac.nz

ADMINISTRATOR

Luisa Acheson
Room: RH 1022, Rutherford House
Phone: 463 5720
Email: luisa.acheson@vuw.ac.nz

Trimester dates

Teaching Period: Monday 14th July – Friday 17th October 2014

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 25th July 2014.
2. The standard last date for withdrawal from this course is Friday 26 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

Tuesday 12:40-15:30 RWW 221

COURSE CONTENT

The course is designed to provide students with advanced insight into international business within the tourism industry as well as the most appropriate measurement tools that are used to assess tourism's economic significance.

The first part of the course covers theoretical and empirical frameworks for understanding the effects of globalization on tourism supply and demand. It is also concerned with how large tourism firms determine their strategic direction, as well as the role, scope and impact of tourism-related foreign direct investment (FDI) both in developed and developing economies, including issues of poverty alleviation and environmental sustainability

The second part of the course presents the most appropriate tools to assess destination performance (tourism yield measures, tourism satellite accounts, economic impact analysis). Each of these approaches is important to policy, planning and the development of tourism. In this part, we also discuss the most appropriate techniques to assess the relationships between inbound tourism and economic growth in host countries.

Finally, the course provides a thorough analysis of the concepts of destination competitiveness and tourism specialisation, methods for their measurements and implications for stakeholders and policy makers.

BTM (Hons)/MTM Learning Goals and 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.

OVERALL COURSE OBJECTIVES

The course objectives of Tour 409 map onto the BTM (Hons) and MTM’s graduate attributes. Studying Tour409 course will give students the opportunity to:

Course objective	Graduate attribute
<ul style="list-style-type: none"> • Demonstrate a critical awareness of the drivers and outcomes of globalization in tourism. 	<p><i>Critical thinking</i></p> <ul style="list-style-type: none"> • Develop a broad knowledge of key factors underlying the supply and demand for tourism products • Develop a critical appreciation of the two-way link between the tourism industry and globalization
<ul style="list-style-type: none"> • Become familiar with the literature on the behaviour of multinational enterprises (MNEs) and foreign direct investment (FDI) in tourism 	<p><i>Critical thinking</i></p> <ul style="list-style-type: none"> • Gain an initial appreciation of the main trends in FDI in tourism • Think critically about the factors determining transnational corporations’ decision on where to locate and entry mode choices (equity versus non-equity modes) • Develop a critical understanding of the impact of tourism FDI on the host economy, society and politics.

	<p><i>Creative thinking</i></p> <ul style="list-style-type: none"> • Apply broad concepts to country studies and develop response to issues raised <p><i>Leadership</i></p> <ul style="list-style-type: none"> • Exhibit leadership by presenting a well-informed and convincing arguments to others in class
<ul style="list-style-type: none"> • Understand the most appropriate tools to assess destination performance 	<p><i>Critical thinking</i></p> <ul style="list-style-type: none"> • Ability to assess destination performance through different analytical frameworks
<ul style="list-style-type: none"> • Debate the various definitions and methods for measurement of destination competitiveness as well as the techniques used to assess the causal relationship between inbound tourism and economic growth 	<p><i>Critical thinking</i></p> <ul style="list-style-type: none"> • develop an understanding and appreciation of how to assess international competitiveness in tourism • Discuss and debate the new literature on the tourism-led-growth hypothesis. • Be able to critically evaluate others' research in this new field of tourism research
<ul style="list-style-type: none"> • Be able to communicate ideas clearly in class discussions, oral presentations and written work. 	<p><i>Leadership</i></p> <ul style="list-style-type: none"> • Foster the ability to work as a team and co-ordinate tasks with others <p><i>Communication</i></p> <ul style="list-style-type: none"> • Participate in and lead class discussion • Deliver formal presentations to an audience

In meeting these objectives, this course will prepare students for a professional career in tourism management by providing them with the opportunity to:

- develop an understanding of the interrelations that exist between the characteristics of destination, types of development, types of tourists, and tourism impacts
- gain industry specific expertise in the assessment of destination performance and tourism competitiveness
- interpret the statistical information that is typically used in academic research papers
- provide evidence of self-assessment and the learning achieved
- discuss issues and communicate ideas relating to today's international tourism business environment.

TEACHING APPROACH

The class will meet once a week; each session will be devoted to a topic as listed in the schedule below. A reading list for each topic will be distributed along with copies of selected articles/book extracts. Students are expected to have studied each of the readings, and contribute to the seminar discussion.

The three hours per week will be organised as follows:

The **first part** of the class will be devoted to a discussion and critique of the readings assigned for that week, and any wider issues of interest. From week 8, this discussion will be led by students from the class in the form of interactive seminar.

The **second part** will be used to provide an overview of the topic under discussion. This will be in a lecture format led by the course coordinator, with opportunities for student discussion and comment.

COURSE AGENDA & SCHEDULE

Lectures: 12:40am-15:30 p.m. Fridays- Room: RWW 201

Week	TOPIC
Week 1: Tue 15 th July	<ul style="list-style-type: none"> • Welcome to the course ; Topic & course overview; Profile of students • Overview of strategic analysis in tourism
Week 2: Tue 22 nd July	<ul style="list-style-type: none"> • Drivers and outcomes of globalization in tourism I
Week 3: Tue 29 th July	<ul style="list-style-type: none"> • Drivers and outcomes of globalization in tourism II
Week 4: Tue 5 th August	<ul style="list-style-type: none"> • Tourism Investment : Extent and pattern of FDI in tourism
Week 5: Tue 12 th August	<ul style="list-style-type: none"> • Foreign market entry strategies: Case of international hotel companies
Week 6: Tue 19 th August	<ul style="list-style-type: none"> • Impact of FDI in tourism – Country study
<u>MID-TRIMESTER BREAK</u>	
Week 7: Tue 9 th September	<ul style="list-style-type: none"> • Destination Performance I
Week 8: Tue 16 th September	<ul style="list-style-type: none"> • Destination Performance II
Week 9: Tue 23 rd September	<ul style="list-style-type: none"> • Destination Performance III
Week 10: Tue 30 th September	<ul style="list-style-type: none"> • Destination competitiveness I
Week 11: Tue 7 th October	<ul style="list-style-type: none"> • Destination competitiveness II
Week 12: Tue 14 th October	<ul style="list-style-type: none"> • Tourism specialisation • Overview of the course

Note: The above timetable may be subject to slight modification.

ASSESSMENT REQUIREMENTS

The paper will be assessed on the basis of 100% coursework. It is required that students obtain at least 50% (C grade) overall to obtain a pass grade for this course. Performance evaluation will be based on four items:

	<i>Value</i>	<i>Due Dates</i>
Critical review of journal article	15%	Week 4 or 5
Mid-term test	25%	Tuesday 09 th September
Contributions to class participation	15%	Ongoing
Seminars & leading class discussions	15%	In class
Assignment 2: literature review	30%	Tuesday 7 th October

The above 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 relate to the course-related student learning objectives.

Assessment one - Critical review of journal article - (15% - Due either Tuesday 05th August or 12th August 2014-12:40 pm)

Length guide: 800 words

You will write a critical review, approximately 800 words in length, on one recent academic journal article (last five years) related to tourism globalization. The journal article must be attached to and submitted with the assignment. Note that non-academic articles will not be accepted or marked.

The critique will consist of two parts:

- a) **concise outline** of the essential argument, which the article is putting forward (200 words);
- b) **critical evaluation** of the argument (600 words) which will assess the contribution of the article to our knowledge of tourism and its relevance to the topic.

Criteria of evaluation include:

- Summary of the purpose and main idea of the article - that is, an analytical summary of main findings/arguments/conclusions of article
- Strengths/usefulness of article, including how (if at all) the article contributes to the literature in tourism management
- Weaknesses/limitations/problems of the article
- Concluding remarks - summarize the previous discussion and make a final judgment on the value of the article; comment on the future of the issue/topic or implications of the view expressed.
- You will explain to the class in week 4 or 5 how the article relates to the topic on tourism globalization.

MID-TERM TEST (25%)

Topic: All topics covered in weeks 1-6

Length: One hour and a half long
Tuesday 09th September from 12h40-14h10

CONTRIBUTIONS TO CLASS PARTICIPATION (15%)

Your full and active participation is essential to develop your critical and communication skills, to acquire leadership skill experience and to get the most out of this course. You are expected to attend all classes. The class participation grade will be determined by:

- a) the quality of the comments you make in class over the whole trimester
- b) your attendance
- c) your contributions to overall classroom experience and learning environment
- d) your preparation of the exercises & discussion questions in class

Approximately every week, you are required to read any preparatory materials and address any research preparation or exercises that have been assigned for that week. You can expect two to three readings for each weekly session and a few exercises, depending on the topic.

SEMINARS & LEADING CLASS DISCUSSIONS (15%)

In week two you will be assigned one topic and a date for your seminar. Seminars are held at the beginning of each lecture session, starting from week 8. You should aim for the seminars to take approximately 45 minutes, including class discussion time. In addition to the oral delivery, you should provide a handout summarising the presentation.

The purpose of these seminars is to provide the class with an in-depth perspective on the selected topic. Hence you will be expected to not only cover the assigned readings for that week, but also to read more widely into the topics.

You might like to be creative with your class discussion, for example assigning activities or ‘quizzes’ to draw out the key points, stimulating debate, or facilitating small group discussion around specific questions.

Note: in the week prior to the seminar, the student presenting should make a time to meet with the course coordinator to discuss how (he/she) will lead the session.

LITERATURE REVIEW (30%)

Students are required, after consultation with the course lecturer, to select research and submit a literature review dealing with an aspect related to the course. Topics selected must be interesting and non-trivial. Work must be based on existing secondary literature in that area. You will be encouraged to choose your topic early in the course, and are required to submit a research question and potential literature streams for investigation, for consideration and approval by the course lecturer by **Tuesday 19th August 2014**.

Literature Review Proposal
pm

Tuesday 19th August 2014 - 12:40

Final report

Tuesday, 7th October 2014 - 12:40

pm

Length guide: 3500-4000 words

The literature review will establish the broad context of topic under investigation; examine the extent of research to-date (empirical and conceptual work), with a view to explaining how the existing literature addresses the research question/issue you have posed to guide the literature search. You should also examine the reasons why the literature does not adequately address the specific research question(s) or research issue posed. The objective of the literature review is to provide a background for future research, by identifying the ‘research gap’ and justifying need for the new area of research. The focus, therefore, should be on reviewing, synthesizing and critiquing existing literature relevant to your research question.

Length is not the defining characteristic of a good analysis. Try to concisely (using exhibits as needed) cover the material. Use analysis and insight, rather than lots of words, to convey what you have learned and discovered.

ASSIGNMENT SUBMISSION

Students must prepare two copies of each hand-in and keep the second copy for their own reference. Students must also keep an electronic copy of their work archived in case the original assignment goes missing. Failure to do so will jeopardise any claim by you that your work was submitted in the rare cases where your work goes astray.

Essays submitted by e-mail will not be accepted.

Student Contact Details

Please ensure you have your current contact details correctly recorded, including e-mail and daytime phone numbers. You can check and amend your details by going to the students section of the VUW website at <http://studentvuw.vuw.ac.nz/>. Click on the student records link, enter your student ID and PIN. Finally click on the appropriate link to update your records.

Penalties

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). Work will not be accepted more than 7 days after the due date. Students who do not submit an assignment before the 7 days have elapsed will not meet the Mandatory Course Requirements.

Extensions will only be granted under special circumstances by the course co-ordinator. 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 period of time involved.** Please take note: workload pressures and computer problems are not a case for extension.

Please submit late assignments to the Tourism Management Administrator Luisa Acheson (Rutherford House, Room 1022, telephone: 463 5381, email: luisa.acheson@vuw.ac.nz)

MANDATORY COURSE REQUIREMENTS

To fulfil the mandatory course requirements for this course you must:

1-submit **all assignments by the specified due dates**

2- **attend** all classes (students who miss a class must provide a medical certificate in order to account for their absence).

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.

Grading Guidelines

The following broad indicative characterisations of grade will apply in grading assignments and the exam:

	Grade	Normal range	Midpoint	Indicative characterisation
Pass	A+	90%–100%	95	Outstanding performance
	A	85%–89%	87	Excellent performance
	A-	80%–84%	82	Excellent performance in most respects
	B+	75%–79%	77	Very good performance
	B	70%–74%	72	Good performance
	B-	65%–69%	67	Good performance overall, but some weaknesses
Fail	C+	60%–64%	62	Satisfactory to good performance
	C	55%–59%	57	Satisfactory performance
	C-	50%–54%	52	Adequate evidence of learning
	D	40%–49%	45	Poor performance overall, some evidence of learning
	E	0%–39%	20	Well below the standard required

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>

Referencing

There are many different styles of referencing and the Faculty of Commerce & Administration at VUW has decided to make APA (American Psychological Association) referencing style the common standard across the Faculty. The Commerce and Central Libraries hold the APA Style Guide. You can also access the information from the *2012 Tourism Courses Style Guide* and the online VUW library site.

Communication

Additional information, and information on changes, will be conveyed to students using the Blackboard system, and through announcements in lectures and tutorials. It will be crucial for you to regularly check Blackboard for messages, announcements and materials.

Left-over copies of materials distributed in class (for example, class readings, tutorial assignments and class hand-outs) will be made available in my pigeonhole on the 9th floor of Rutherford House.

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Email Contact

Students wishing to contact staff by email should adhere to the following instructions:

Include the **Course Code**, your **Name**, your **Student ID** and the **Topic** in the subject area of the email, e.g.

TOUR409_Smith_Pauline_3000223344_Ass1 Query

All students must use their VUW SCS email account and ID. Otherwise, email will be classified as Spam and will be dumped without being read. All emails with attachments will be dumped, unless requested by staff.

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.

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.
