

School of Management

TOUR 409

STRATEGY AND TOURISM ORGANISATION IN THE GLOBAL ECONOMY

Trimester Two 2015

COURSE OUTLINE

COURSE CO-ORDINATOR

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ADMINISTRATOR

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Trimester dates

Teaching Period: Monday 13th July – Friday 16th October 2015

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 24th July 2015.
2. The standard last date for withdrawal from this course is Friday 25th 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 08:30-11:20 RHMZ04

Course Delivery

Course delivery will take a seminar format with active student participation. Each session will be devoted to a topic as listed in the agenda 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.

Group Work

While the course has a tradition of study group collaboration, there are important elements in the assessment process that are strictly individual. Collaboration on individual assignments is not allowed beyond general discussion as to how one might interpret the nature of the assignment question. Please do not work together to formulate a response and do not loan out your completed assignments.

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 examines the overall management of tourism organisations, including their strategic direction and the management and implementation of strategy processes. Their practical application within the tourism industry is then illustrated with case studies.

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 Objectives and 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 the economic aspects of destination performance. It gives students the opportunity to:

- 1) develop a critical appreciation of the two-way link between the tourism industry and globalization
- 2) discuss the current literature on multinational enterprises (MNEs) in tourism and the key factors determining their decision on where to locate and entry mode choices (equity versus non-equity modes)
- 3) foster a critical appreciation of the impact of tourism FDI on host countries
- 4) gain industry specific expertise in the assessment of destination performance
- 5) deepen students' quantitative data analysis skills

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 global 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, economic impact analysis, Tourism and economic growth). Each of these approaches is important to policy, planning and the development of tourism.

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.

Course-related Student Learning Objectives and Skills

By participating fully and actively in this course you will develop your ability to:

- deal with complex global strategic issues both systematically and creatively and make sound judgments
- gain industry specific expertise in the assessment of tourism competitiveness and destination performance
- provide evidence of self-assessment and the learning achieved
- discuss issues and communicate ideas relating to today's international tourism business environment.

COURSE AGENDA & SCHEDULE

Lectures: 08:30am-11:10am Mondays in RHMZ04

Week	TOPIC
Week 1: Mon 13 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: Mon 20 th July	<ul style="list-style-type: none"> • Drivers and outcomes of globalization in tourism I
Week 3: Mon 27 th July	<ul style="list-style-type: none"> • Drivers and outcomes of globalization in tourism II
Week 4: Mon 3 rd August	<ul style="list-style-type: none"> • Tourism Investment : Extent and pattern of FDI in tourism
Week 5: Mon 10 th August	<ul style="list-style-type: none"> • Foreign market entry strategies: Case of international hotel companies
Week 6: Mon 17 th August	<ul style="list-style-type: none"> • Impact of FDI in tourism – Country study
<u>MID-TRIMESTER BREAK</u>	
Week 7: Mon 7 th September	<ul style="list-style-type: none"> • Destination Performance I
Week 8: Mon 14 th September	<ul style="list-style-type: none"> • Destination Performance II
Week 9: Mon 21 st September	<ul style="list-style-type: none"> • Destination competitiveness I
Week 10: Mon 28 th September	<ul style="list-style-type: none"> • Destination competitiveness II
Week 11: Mon 5 th October	<ul style="list-style-type: none"> • Tourism specialisation I
Week 12: Mon 12 th October	<ul style="list-style-type: none"> • Tourism specialisation II • Overview of the course

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

Readings

Selected references and required readings will be provided throughout the course; additionally, required readings will be available via Blackboard. However, students are expected to apply their own initiative and literature search skills for the two assignments.

Materials and Equipment

No specific material or equipment is required.

Assessment

The Assessment Handbook will apply to all VUW courses: see

<http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

Performance evaluation will be based on the following four items:

	<i>Value</i>	<i>Due Dates</i>
Assignment 1: Essay	30%	Monday 17 th August
Seminars & leading class discussions	30%	In class
Contributions to class participation	10%	Ongoing
Assignment 2: literature review	30%	Monday 5 th October

Assignment 1 (30% - Due on Monday 17th August 2015-08:30 am)

Length guide: 3500-4000 words

Either

In this age of globalization, some argue that the tourism industry is becoming global and that large firms need to adopt a global standardization strategy. Do you agree with this? Why or why not? How would you participate in this debate?

Or

What are the key factors influencing foreign direct investment flows in tourism? How well have these factors been captured by the existing literature?

Contribution to class participation (10%)

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 discussion questions in class

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

To do your weekly research preparation, you should first read and try to understand the assigned readings. You might like to prepare a brief summary of each one for your own use, including purpose and research gap, seminal and theoretical literature, methodology, key findings, limitations and future areas for research.

The weekly research preparation should comment on the group of papers as a whole. What are the similarities/differences of the papers? Do they have a common purpose, for instance, looking at a similar issue but from different perspectives?

What issues do these papers raise, and how successfully do you think they address them? What limitations, in terms of scope, methodology or research design, and results, are apparent?

Seminars and leading class discussions (30%)

In week two you will be assigned two topics and dates for your seminars. Seminars are held at the beginning of each lecture session, starting from week three. Each group of students should aim for the seminars to take approximately 60 minutes, including class discussion time. In addition to the oral delivery, students 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 topics, and to be able to work as a team. 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.

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 **Thursday 13th August 2015**.

Literature Review Proposal

Final report

Length guide: 3500-4000 words

Thursday 13th August 2015 - 1:30 pm

Monday 5th October 2015- 8:30 am

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.

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 - for Lateness & Excessive Length of Assignments

Assignments submitted after the due date (both late assignments and those with an authorised extension) need to be submitted to the School of Management Reception, Room 1022, Level 10 Rutherford House, Pipitea Campus.

- (i) In fairness to other students, work submitted after any deadline will incur a penalty for lateness. **The penalty is 10% of the marks available** (marks available means what the assignment is worth i.e. 30% or 30 marks) for an assignment submitted after the due time on the due date **for each part day or day late**. (For example if an assignment is out of 30 and the assignment receives 50% then one day late means the mark will be out of 27 and the student will receive 50% of 27). **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.
- (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 **Luisa Acheson**, 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 **Luisa Acheson** 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 that is 10% over the word limit.

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.
