

School of Management

TOUR 410 DISSERTATION

Trimester Two 2015

COURSE OUTLINE

COURSE COORDINATOR

Associate Professor Ian Yeoman
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Supervisors:

A/Prof Mondher Sahli
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ADMINISTRATOR

Luisa Acheson

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Trimester Dates

Teaching Period is Monday 13th July – Tuesday 27th October

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 Times and Room Numbers

13:40-15:30 Wednesday 15 July : proposal presentation	Room: GB G05
13:40-15:30 Wednesday 22 July : academic integrity and HEC proposal	Room: RWW 313
13:40-15:30 Wednesday 19 August : first progress report session.	Room: RH 1024
13:40-15:30 Wednesday 7 October : second progress report session.	Room: RH 1024
14:00-17:00 Monday 19 October : dissertation presentation	Room: RWW 414

Course Content

This course is primarily an educational exercise in research which involves the preparation of a dissertation on an approved topic in tourism management. Preparing the dissertation also provides an opportunity to follow up a topic of personal interest in the field of tourism.

Programme and Course-Related 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.

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 Learning Objective

The objective of TOUR 410 is to develop experience and demonstrate competence in all phases of tourism research by undertaking and presenting a dissertation based on primary research. Creativity and critical thinking are fostered through the selection of the topic and the design and execution of the research; communication skills are developed through the oral presentation and written dissertation.

Skills

Preparing the dissertation will develop your ability to undertake independent tourism research by providing experience in:

- formulating a research question and developing an appropriate research design;
- collecting, analyzing and interpreting primary data;
- communicating the results of your research both orally and in writing.

Course Delivery

TOUR 410 primarily involves the preparation of an individual piece of research under the guidance of an assigned supervisor. In addition, five class meetings will be held to present the proposal, academic integrity, report on progress and make an oral presentation.

Expected Workload

The expected workload for the preparation of the dissertation is 150 hours. Time management is particularly important as most of this is outside class contact hours

Group Work

The dissertation is based on individual work.

Readings

Students are expected to situate their study in the literature and read material related to their specific topic.

Assessment

20% of the final grade will be based on the oral presentation and **80%** on the written report.

Formal oral presentations of the research findings (20 minutes plus 10 minutes of questions) will be given on **Tuesday 19 October, 14.00 - 17.00**. Details regarding the presentations will be given at the meeting on **7 October**. The oral presentation should clearly outline the research problem, situate it in the literature, indicate the methodology used in the project, and highlight the main findings and conclusions drawn. The presentations will be evaluated in terms of the following factors:

- 1) Structure
- 2) Research merit
- 3) Communication
- 4) Appropriate use of audio-visual aids
- 5) Handling of questions.

The written dissertation is due by **12noon** on Tuesday **27 October**. It should be 8-10,000 words long (**excluding references**) and follow the conventions outlined in the Tourism Management Style Guide. Two hard copies with covers should be physically submitted to Luisa Acheson for binding and an electronic version submitted via Blackboard (TOUR410) for academic integrity purposes for cross checking through TURNITIN. Further details about submission will be

provided during oral presentations on 19th October. Your dissertation should not incorporate work that has been or will be submitted for credit in any other course.

Dissertations should be based essentially on primary data sources and should demonstrate:

- 1) the ability to formulate a clear problem statement and an appreciation of the academic context of the work and/or its practical implications;
- 2) an appropriate research design and appropriate research methods;
- 3) a critical appraisal of the data used;
- 4) accurate and effective analysis and presentation of the data collected;
- 5) clear and logical interpretation of the results obtained;
- 6) the ability to produce a well-written and structured report.

Proposal

A formal written proposal not exceeding 2 pages must be submitted to the course coordinator, A/Prof Ian Yeoman, by midday on Monday **13 July**. The proposal should emphasize points 1 and 2 above and outline clearly the nature of the problem being addressed and the methods to be used. **To meet this deadline you will need to develop your proposal over the mid-year break.** Contact appropriate staff to discuss your initial ideas.

Proposal presentations will be from 13:40-15:30 Wednesday **15 July**. Each student will give an oral presentation of 5-10 minutes. Students will be allocated a supervisor with whom they will be expected to maintain regular contact during the preparation of the dissertation. Provision should be made for obtaining HEC approval where necessary.

Progress reports

A ten minute report outlining progress to date, the conceptual framework being used, problems encountered and work yet to be completed, will be given by each student at a progress updating session to be held from 13:40-15.30 Wednesday **19 August**.

A second progress report session will be held from 13:40-15.30 Wednesday **7 October**.

Further details on what is required at these progress report sessions will be given later. Keeping a research log will provide you with a good record of what you have been doing and be helpful when it comes to writing up your final report.

Quality Assurance Note

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 audit purposes. 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.

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 penalty is 10% of the marks available.** The dissertation is worth dissertation 80% or 80 marks of the total assessment. If the dissertations is submitted after the due time on the due date **for each part day or day late a penalty will apply.** For example if an dissertation is out of 80 and the assignment receives 50% then one day late means the mark will be out of 72 and the student will receive 50% of 72). **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) **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 School of Management Reception RH1022.
- (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 workloads and deadlines 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.**

Grading Guidelines

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

	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
	C+	60%–64%	62	Satisfactory to good performance
	C	55%–59%	57	Satisfactory performance
	C-	50%–54%	52	Adequate evidence of learning
Fail	D	40%–49%	45	Poor performance overall, some evidence of learning
	E	0%–39%	20	Well below the standard required

Use of Turnitin

Your **dissertation must 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. 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. As part of the process of submission an electronic copy must be submitted through Blackboard (TOUR410) by the due date. Further details of this process will be provided on conclusion of the oral presentations on the **19th October**.

Class Representative

A 400 level Tourism Management representative was elected in the first trimester. The representative'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

Additional information will be communicated at the class meetings and by email. Students should maintain regular contact with their supervisors. 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>