

Victoria Management School

TOUR 401 RECENT ADVANCES IN TOURISM

Trimester One 2009

COURSE OUTLINE

COURSE COORDINATOR

Professor Doug Pearce

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ADMINISTRATOR

Helen Jiang

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SEMINAR TIME AND LOCATION

Seminars

Monday 8:30 – 11.20pm

RH G02

BTM (Hons)/MTM 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.

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

This course seeks to foster a critical appreciation of the tourism literature and to expose students to recent advances in tourism research. As such, TOUR 401, with TOUR 402, underpins other 400 tourism courses, the dissertation (TOUR 410) and the MTM thesis.

The first part of the course aims to develop a more critical appreciation of tourism research by focused readings, critiques of selected concepts and seminars stressing frameworks and a more systematic approach to study and research in this field. The second part of the course concentrates on recent advances in selected areas of tourism research.

Course-related Student Learning Objectives and Skills

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

- 1) think critically, conceptually and systematically about contemporary tourism issues;
- 2) access, synthesize and critique information and ideas relating to recent advances in tourism;
- 3) communicate your own ideas concisely, cogently and effectively; and
- 4) engage in constructive debate and discussion about a wide range of tourism matters.

Assessment and 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 and to an appropriate standard (at least a C) and participate actively in class.

Essay

The aim of the essay is to develop your ability to synthesize and critique the literatures of tourism and to create an original integrative framework.

Topic: Develop an integrative framework to demonstrate the main characteristics of any significant emerging theme in tourism research. Discuss the issues that are being raised and appraise the ways in which these are being addressed.

Your essay should not exceed 3000 words and be fully referenced. Credit will be given for coverage of the literature, the appropriateness of the framework and informed interpretation. While the assessment will be based on the written essay, you should also be prepared to present and debate your framework and findings in class.

Due date: **Monday 6 April** 8.30 am.

Assessment: **40%** of final grade.

Seminar

Preparation and presentation of your seminar paper provides you with the opportunity to explore and to assess critically a major issue of your choosing and to communicate your ideas to your peers.

Topic: Identify and assess the advances that researchers have made in the last five years in addressing any major tourism management issue. Evaluate the role that theoretical and applied research has played in this progress.

Your seminar paper should not exceed 4000 words and be fully referenced. Credit will be given for structure, breadth of reading and depth of interpretation. In particular, you should clearly establish what progress has been made in the area selected and evaluate the role that theoretical and applied research has played in this (see J.R van Scotter and P.E. Culligan (2003) 'The value of theoretical and applied research for the hospitality industry', *Cornell Hotel and Restaurant Administration Quarterly*, 44(2): 14-27). The presentation should take approximately 30 minutes with 15 minutes given over to discussion.

Assessment: **50%** of the final grade.

Presentations are scheduled for the period **18-25 May**; dates will be confirmed once student numbers and topics are known. The written paper is due at the end of the week in which it is presented.

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), contribution to class discussions and debate, and introduction or summing up of the guest seminars. You are expected to attend all classes.

Readings

The emphasis at this level is on a critical use of the literature, especially journals. Selected references and readings will be given throughout the course but students are expected to use their own initiative for the assignments.

WEEK	401 Programme
1 2 March	Introduction <ul style="list-style-type: none"> - expectations of Honours and Masters; - developing a critical systematic approach to tourism (Dann, Nash and Pearce); - set and discuss essay.
2 9 March	Reviewing the literature <ul style="list-style-type: none"> - discussion of articles by Faulkner, McKercher & Lew, and D. Pearce
3 16 March	Integrative frameworks for tourism <ul style="list-style-type: none"> - discussion of articles by Zhao and Ritchie and Gursoy & McCleary
4 23 March	Critiquing tourism models <ul style="list-style-type: none"> - a structured critique of Butler's life cycle model and Plog's psychocentric/allocentric model.
5 30 March	Guest seminar : John Moriarty
6 6 April	Emerging themes <ul style="list-style-type: none"> - essay due, presentation and discussion of frameworks - set and discuss seminars
	MID-SEMESTER BREAK
7 27 April	Advances in tourism distribution channels research
8 4 May	Guest seminar : Professor Enrique Ortega (Universidad Complutense de Madrid)
9 11 May	Guest seminar
10 18 May	Seminar presentations
11 25 May	Seminar presentations & overview
12 1 June	Queens Birthday – no class

Handing in Assignments

Students must prepare two copies of each assignment and keep the second copy for their own reference. **Posters are an exception to this rule.** Students should 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. Please submit your assignments directly to Professor Pearce.

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 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 one of the course coordinators (Adam Weaver or Christian Schott).

- (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.**

Grading Guidelines

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

A+	excellent performance in all respects at this level
A	excellent performance in almost all respects at this level
A-	excellent performance in many respects at this level
B+	very good, some aspects excellent
B, B-	good but not excellent performance at this level
C+, C	work satisfactory overall but inadequate in some respects
D	poor performance overall, some aspects adequate
E	well below the required standard
K	failure to achieve mandatory course requirements and have achieved at least an average "C" over all the assessment. Note this is a failing grade.

Policy on Remarking

Students may ask for their written work to be remarked. Course instructors in tourism management put tremendous effort into the grading of student assignments. Students are encouraged to speak with the course coordinator if they believe that their mark is not an accurate reflection of the quality of their work.

Application for remarks must be made within 5 days after the marks are available.

Allow up to 5 days for remarks to be completed.

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 online VUW library site (<http://www.vuw.ac.nz/library/research/reference/referencingguides.aspx>).

Communication

Information on course-related matters will be announced at class and posted on the **Blackboard** website at <http://blackboard.vuw.ac.nz/>. It will be crucial for you to regularly check Blackboard for messages, announcements and materials.

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, eg

MGMT300_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.

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student and Academic Services Office

The Faculty's Student and Academic Services Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications. To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education and Law is situated in the Easterfield Building on the ground floor (EA005). This counter is the first point of contact for:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- Forms for FCA Student and Academic Services (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar or go to www.victoria.ac.nz/home/about/policy/students.aspx

For information on the following topics, go to the Faculty's website www.victoria.ac.nz/fca under Important Information for Students:

- Academic Grievances
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support

Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means *no cheating*. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. The University defines plagiarism as follows:

The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other students or staff.

It is still plagiarism even if you re-structure the material or present it in your own style or words.

Note: including the work of others will not be considered plagiarism as long as the work is acknowledged by appropriate referencing.

Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct and may be penalised severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- cancellation of your mark for an assessment or a fail grade for the course
- suspension from the course or the University.

Find out more about plagiarism, and how to avoid it, on the University's website:

www.victoria.ac.nz/home/studying/plagiarism.html

Manaaki Pihipihinga Programme

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email manaaki-pihipihinga-programme@vuw.ac.nz or phone (04) 463 6015. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.