

Victoria Management School

**TOUR 320 TOURISM PRACTICUM**

Trimester Three 2009

**COURSE OUTLINE**

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**COURSE COORDINATOR**

**Dr Mondher Sahli**

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**ADMINISTRATOR**

**Helen Jiang**

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**TRIMESTER DATES**

Monday 16<sup>th</sup> November 2009 to Friday 14<sup>th</sup> February 2010

TOUR 320 **Withdrawal dates:** Information available via  
<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

## **Introduction**

An important component of the Bachelor of Tourism Management is the practicum. Each senior undergraduate student is expected to complete 240 hours of work to gain practical experience within the tourism industry. This practicum course provides students with the opportunity to apply concepts and theories gained from other courses and their own reading to a better understanding of the functioning of some aspect of the tourism industry. The practicum is administered under the supervision of the course coordinator and will also involve the production of an appropriate academic report. An outline of this report must be submitted to the course coordinator within three weeks of registration.

## **Programme and Course-related Learning Objectives**

Learning Goal #1: Our graduates will possess and apply specific knowledge of tourism management as well as a range of transferable skills

### Learning Objectives

Graduates will be able to:

- (a) demonstrate a systematic understanding of theoretical and applied aspects of tourism management
- (b) display an appreciation for concepts and methods that inform the management of tourism organizations, businesses, and resources
- (c) acquire skills and knowledge that provide a solid platform for graduate study

Learning Goal #2: Our graduates will demonstrate application of critical and creative thinking skills to practical and theoretical problems

### Learning Objectives

Graduates will be able to:

- (a) think conceptually and systematically about tourism and its management
- (b) assess a range of tourism management issues, plans, and concepts
- (c) identify, access, and evaluate a range of information and data sources
- (d) undertake and apply research in tourism management
- (e) use innovative thinking and creative skills in the context of the tourism business environment

Learning Goal #3: Our graduates will be effective and confident communicators

### Learning Objectives

Graduates will be able to:

- (a) apply advanced written communication skills
- (b) demonstrate oral communication and listening skills
- (c) prepare and deliver polished and professional oral presentations
- (d) communicate effectively with peers when undertaking group projects

Learning Goal #4: By meeting the above learning goals, our graduates will display leadership and be able to assume positions of responsibility

### Learning Objectives

Graduates will be able to:

- (a) engage in effective decision making by working independently and in groups
- (b) demonstrate a mastery of concepts related to tourism management
- (c) develop and apply concepts and plans in tourism management

## Overall Course Objectives

There is evidence to show that graduates who gain work experience as part of their tertiary qualifications get jobs more easily than those with similar qualifications but without the experience. It makes sense : employers want the qualifications and the experience!

This practicum course offers opportunities for senior undergraduate students to:

- develop essential personal and interpersonal skills
- make contacts which lead to future career advantage and increase their confidence in identifying the right career path.
- test and evaluate management concepts and theories in a practical context
- discuss the difference between the theoretical learning gained in class compared to the firsthand experience gained in a business
- gain an awareness of the business environment in which their host organisation takes place
- discuss the styles of management in operation at the host organisation
- understand the day-to-day skills, practices and operations involved in relevant tourism-related organisations.

## Course-Related Student Learning Objectives and Skills

On successful completion of the course, students will be able to:

- understand the role and discuss the importance of applying concepts and research knowledge to practical situations.
- develop an understanding and appreciation of how to evaluate the potential of a tourism business.
- describe the nature of the business in terms of organizational structure; management and channels of communications; clients; products; competition; customer service strategy; marketing strategy; employee requirements and hiring criteria; quality appraisal systems and sustainability practices.
- identify the strengths, weaknesses, opportunities and threats of the host organisation and provide recommendations.
- clarify career interests
- gain experience in workplace

## Expected Workload

TOUR 320 is a 15 point practicum course and students are expected to complete 240 hours of approved work experience, prepare a 500-word milestone report, and a submit a 5,500 word final report.

## Course Content

Assessment of the industry experience is by an appropriate academic report (5,500 words) to be submitted **by Thursday, 4<sup>th</sup> February 2010.**

Any questions concerning the appropriateness of work experience or research projects should be directed to the course coordinator.

## Assessment

	<i>Value</i>	<i>Due date</i>
Milestone submission	-	<b>Tuesday, 27 October 2009</b>
Final submission	<b>100%</b>	<b>Thursday, 4<sup>th</sup>February 2010</b>

The main objective of this exercise is to consolidate your knowledge and skills you have gained from the BTM and other courses and to develop vocational skills. Learning by doing and learning through more intense involvement is much more likely to result in real mastery and retention of the material than more passive forms of learning. That is why we encourage you to take the project report seriously and have some fun with it to explore concepts and theories learnt from other courses.

The assignment is to be presented in two parts, a **milestone submission on Tuesday 27<sup>th</sup> October 2009, and a final submission on Thursday 4<sup>th</sup> February 2010.**

### **Milestone submission**

No later than **Tuesday 27 October 2009**, please let the course coordinator know what you have chosen as your focus on the project. To do this, you are expected to prepare a brief summary of your report (500 words-about 2 pages). **Please make sure your email address is on the front page.**

It must be submitted and placed in the appropriate TOUR 320 box (**number 18**) on the mezzanine floor of Rutherford House by 4:30 p.m. on the due date. This is a useful exercise in advance of the final report. *The earlier you submit written work, the more likely that we can provide you with timely feedback that you will be able to use in preparing your final report.*

### ***Content***

- Name of the company and its location
- Brief description of its vision and mission statements; key business objectives/goals; structure; product(s); clients; competitors.
- Statement of what you will cover in your report (e.g. what are the main features you expect to observe/discuss)
- Brief list of the range of sources of knowledge that you will use in your report, such as theory, primary and secondary research.

### **Final submission**

This is the project report documentation. It should be **no more than 5,500 words** in length, and fully referenced to include all the literature sources you have read. It must be submitted and placed in the appropriate TOUR 320 box (**number 18**) on the mezzanine floor of Rutherford House by **4:30 p.m. on the due date (Thursday 4<sup>th</sup> February 2010).**

The final report should be structured appropriately and integrate practical issues with a theoretical context where possible. It should comprise the following 12 sections described below.

- a. Executive summary**
- b. Introduction**
- c. Company history**
- d. Mission statement**
- e. Critical appraisal of the internal environment**
- f. Critical appraisal of the external environment**
- g. SWOT analysis**
- h. Recommendations**
- i. Conclusion**
- j. References**
- k. Appendices**
- l. Letter from the employer**

### **Introduction**

- The place of work
- Its geographic location; region/city/town accompanied by a sketch map

- Length of time - number of hours - at each place
- Tasks undertaken
- Define the visitor services area
- The nature of the service/s provided – transport, accommodation, attraction, activity etc
- Who the services are provided for: mainly (a) tourists and/or (b) other visitors
- Position and relative importance of the place and tasks in the broad tourist - visitor services spectrum - centrality of tourism (may relate to location)

#### **A critical appraisal of the internal environment**

- Describe the organizational structure of the company
- Comment on the management of the host organisation and its channels of communications – relate to theory
- Evaluate its HR management policies and career opportunities
- Describe the ‘culture’ of the place – compare and contrast different places, reasons?
- Lines of command or control, training and supervision provided – in-house training for those on a career path
- Is there a quality appraisal system in place? If so, what is it and how does it work? If not, why?
- What is the organisation’s marketing strategy?
- Local or national or international?
- How important is each market segment
- How is marketing undertaken?
- How effective is the marketing programme?
- Is there an evaluation of the marketing programme, if so how is it undertaken, if not, why?
- What is its distribution strategy? is it effective?
- Are there legal and environmental issues associated with this business?

#### **A critical appraisal of the external environment**

- Identify the main competitors of the organisation
- What is the market segment that it targets?
- Who are its suppliers?

#### **SWOT analysis**

- What are the organisation’s strengths?
- How are they capitalised on?
- What are the weaknesses?
- In what ways and why are they weaknesses?
- How might the weaknesses be addressed?
- What are the organisation’s opportunities? How are they capitalised on?
- What are the threats?

#### **Communication**

If you have any queries, you are welcome to contact the course coordinator by phone or email. Appointments can be made at any time that is mutually convenient.

An e-mail list of all students will be created and will be used to communicate information to all class members.

#### **Penalties for Late Assignments**

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 tourism administrator (Rutherford House, Room 927, telephone: 463 5720).

### **Mandatory Course Requirements**

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

1. complete 240 hours of approved industrial work experience,
2. submit a milestone report, and
3. submit the final report, and a letter from your employer confirming your work experience.

Notice of Failure to meet Mandatory Course Requirements will be posted on Blackboard or on the 9<sup>th</sup> and Mezzanine Floors, Rutherford House notice boards. Students will be expected to check both places for notification.

### **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.

### **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 *2009 Tourism Courses Style Guide* and the online VUW library site (<http://www.vuw.ac.nz/library/resources/virtualref.shtml#style>).

### **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.

### **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

TOUR320\_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.
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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](http://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](http://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](http://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](mailto:manaaki-pihipihinga-programme@vuw.ac.nz) or phone (04) 463 6015. To contact the Pacific Support Coordinator, email [pacific-support-coord@vuw.ac.nz](mailto:pacific-support-coord@vuw.ac.nz) or phone (04) 463 5842.