School of Management

TOUR 101 INTRODUCTION TO TOURISM

Trimester 1, 2015

COURSE OUTLINE

COURSE COORDINATORS

Dr. Karen Smith

Room: RH 926, Rutherford House
Telephone: 463 5721
E-mail: karen.smith@vuw.ac.nz
Website: http://blackboard.vuw.ac.nz/
Office hours: By appointment

Dr. Adam Weaver

Room: RH 917, Rutherford House
Telephone: 463 5375
E-mail: adam.weaver@vuw.ac.nz
Website: http://blackboard.vuw.ac.nz/
Office hours: Tuesdays from 9am to 11am or by appointment

TUTORIAL ASSISTANT

Hongxia Qi

Email: hongxia.qi@vuw.ac.nz

ADMINISTRATOR

Luisa Acheson
Room: RH 1022, Rutherford House
Telephone: 463 5720
E-mail: luisa.acheson@vuw.ac.nz

Trimester Dates
>   Teaching Period: Monday 2nd March – Friday 5th June
>   Study Period: Monday 8th June – Thursday 11th June
>   Examination Period: Friday 12th June – Wednesday 1st July (inclusive)

Withdrawal from Course
1. Your fees will be refunded if you withdraw from this course on or before Friday 13th March 2015. The standard last date for withdrawal from this course is Friday 15th May. 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 or online.

Class Times and Room Numbers

Lectures:

Mondays	14:10 to 15:00	MC LT 102
Wednesdays	14:10 to 15:00	MC LT 102

Tutorials (start week 2): Tutorial sign-up will be managed online using s-cubed (see page 4).

Mondays	13:10 to 14:00	OK 301
	15:10 to 16:00	KP 14/Room 101
	16:10 to 17:00	MY 404
Tuesdays	14:10 to 15:00	CO 118
	16:10 to 17:00	KP 24/Room 101
Wednesdays	16:10 to 17:00	MY 301
	16:10 to 17:00	KK 204
Thursdays	15:10 to 16:00	AM106
	16:10 to 17:00	MY 403

Prescription

A systematic exploration of the structure of tourism. An origin-linkage-destination framework is used to examine the functioning of the system and its components: origins (patterns of demand), linkages (flows, distribution channels, transport) and destinations (tourism development, accommodation, attractions).

Introduction to TOUR 101

Tourism is a large and complex phenomenon. It can be regarded as a significant social and economic activity, a business, an industry, and a source of environmental and social change. Many of the challenges of studying tourism, and subsequently working or researching in this field, arise from the multi-faceted nature of tourism. That is, tourism is made up of many different sectors (including transport, accommodation, attractions, supporting services and infrastructure), each of which in turn may be quite diverse and viewed from a variety of perspectives: economic, socio-cultural, environmental, and political. Moreover, tourism is a geographically complex activity characterised by multiple origins and destinations linked together in various ways, by flows of people, ideas, information and resources, by transport networks and distribution channels.

As an introductory course and platform for further study, TOUR 101 seeks to provide a systematic and conceptual basis for exploring and understanding the complexities of tourism. The course follows an origin-linkage-destination framework. The overall approach is outlined in the first lectures before attention is directed at the nature of demand generated in the origins. The various linkages that bring together origins and destinations are then examined. The latter part of the course focuses on destinations and systematically examines the ways in which these develop. As well, different components of a destination are explored. Throughout the course examples and case studies are used to illustrate the various aspects of tourism.

Bachelor of Tourism Management (BTM) Learning Goals and 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) demonstrate a breadth of tourism management expertise: managing tourism businesses, visitors, and impacts
(d) 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 tourism management problems

Learning Objectives
Graduates will be able to:
(a) assess, appraise, and synthesise a range of tourism management issues, plans, and concepts
(b) identify, access, and evaluate a range of information and data sources
(c) undertake and apply research in tourism management
(d) analyse, evaluate, and interpret tourism data (on businesses, destinations, and industry sectors)
(e) 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:
(a) present original ideas and material effectively using a range of media
(b) apply advanced written communication 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 individual and group decision making
(b) develop an understanding of tourism leadership qualities and issues
(c) acquire an appreciation for good leadership in the workplace through the practicum

Overall Course Objectives

This course complements TOUR 104, The Business Environment of Tourism. The course objectives are to provide you with a systematic introduction to the study of tourism and a sound foundation for the BTM by:

1. outlining the multi-faceted nature of tourism and the need for an integrated approach to its study and management
2. developing a conceptual basis for the study and management of tourism
3. examining key issues and their inter-relationships by reference to selected examples
4. fostering critical and creative thinking about theory and practice in tourism
5. encouraging students to adopt a structured, enquiring approach to the study of tourism

Course Learning Objectives and Skills

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

1. recognize the complexity of tourism both as an industry and a field of study
2. identify and describe the roles of public, private, and third sector entities involved in the global and national tourism industry
3. think systematically, critically, and creatively about selected tourism concepts, including the ethics of tourism management
4. consider tourism models, cases, and examples in an analytical manner

5. locate, record, organise, and analyse relevant tourism information from a variety of library- and web-based sources
6. research, plan, and produce written work that meets academic standards
7. manage different tasks and deadlines effectively
8. demonstrate oral communication and listening skills in tutorials

Items 1 to 7 on the list above will be assessed through the two essays in this course. The final examination will assess items 1, 2, 3, 4, and 7. The course's tutorial programme will provide students with the opportunity to develop their oral communication and listening skills (item 8).

Course Delivery

The course objectives are pursued by an integrated programme of lectures, tutorials, written assignments, and wider reading. Students are expected to attend all lectures. Key themes will be introduced in lectures and followed up by discussion in tutorials and by reference to the wider literature.

Tutorials and Tutorial Sign-up

Tutorials are a key part of the learning process and active participation in them is expected: the more you put in, the more you will get out of this course. Each tutorial session will require some preparation. The tutorial assignments and any required reading will be available via Blackboard.

Attendance at tutorials is also required to complete the course's mandatory requirements. **You must attend at least 7 out of 9 tutorials to complete the course**. Moreover, you must always attend your allocated tutorial session; if you attend a different session, your attendance will not be recorded. Exemption from tutorials will only be accepted with a medical certificate or in exceptional circumstances.

Tutorials start in the second week of the course.

Tutorial sign-up is via an online sign-up system called **s-cubed**: https://signups.victoria.ac.nz/

This online signup system is available around the clock. You must use s-cubed to sign up for a TOUR 101 tutorial **before noon on Thursday 5th March 2014**. Allocations are on a first come, first served basis so you are encouraged to sign up early. You can go back into s-cubed and change your tutorial as long as places are available but all changes must be made by noon on Thursday 5th March.

Confirmation of your tutorial group will be posted on Blackboard by 4pm on Friday 6th March.

If you miss the Thursday 5th March tutorial enrolment deadline you will need to contact out tutorial assistant Hongxia Qi by email hongxia.qi@vuw.ac.nz. You should detail all the tutorial times you can make and you will then be allocated into a tutorial which has space. There is no guarantee that you will get your preferred tutorial time. If there are "exceptional circumstances" why you require a particular tutorial session these should be set out in the e-mail.

If you have any serious problems about the allocations of tutorial spaces please contact our tutorial assistant Hongxia Qi by email hongxia.qi@vuw.ac.nz as soon as possible.

Readings

Selected readings will be made available to students via Blackboard. These readings are a vital component of TOUR 101's lecture and tutorial programme. They address – and expand on – topics covered in the course.

To provide you with guidance on additional introductory reading, we have compiled this list of titles (see below) distinguishing between books that deal with tourism in general and those that focus on specific

aspects of the subject. In addition to providing you with useful and broad background reading, they are handy for reading up on specific themes discussed in lectures and for writing the essays.

Books can also be accessed through the Course Reserve search function in the Library Catalogue.

When researching your assignments you should also look at articles in journals such as *Tourism Management*, *Journal of Travel Research, Annals of Tourism Research, Journal of Sustainable Tourism*, and *Current Issues in Tourism*. Journal articles can be accessed through the library databases (such as Hospitality and Tourism Complete) that will be shown to students in week 2.

There are video tutorials (http://library.victoria.ac.nz/library/resources/guides/tutorials.html) available through the library to help you with your research as well as a list of recommended resources for tourism management students (http://library.victoria.ac.nz/library/resources/guides/tourism.html).

You can access books about tourism at the Kelburn Library (Rankin Brown Building, Kelburn Campus) or at the Commerce Library (Railway Station, Level 2, Pipitea Campus).

High-demand books are available for a two-hour loan period. These items can be obtained from The Glass Room on Level 2 of the Kelburn Library.

The following titles provide a general introduction to tourism and the tourism industry:

*indicates that the book is available as an electronic book through the library catalogue

Collier, A. (2006). *Principles of Tourism: A New Zealand Perspective*. 7th edition. Auckland: Pearson Education.
Collier, A., & Brocx, M., (Eds.). (2004). *Tourism Industry Management*. Auckland: Pearson Education.
Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2005). *Tourism: Principles and Practice*. 3rd edition. Harlow: Pearson Education.
*Goeldner, C., & Ritchie, J.R.B. (2009). *Tourism: Principles, Practices, Philosophies*. 11th edition. New York: Wiley & Sons.
Hall, C.M. (2005). *Tourism: Rethinking the Social Science of Mobility*. Harlow: Pearson Education.
Hall, C.M., & Kearsley, G. (2001). *Tourism in New Zealand: An Introduction*. Oxford: Oxford University Press.
Holloway, C., with Taylor, N. (2006). *The Business of Tourism*. Harlow: Prentice Hall.
*Jamal, T., & Robinson, M. (2009). *Sage Handbook of Tourism Studies*. London: Sage.
Leiper, N. (1995). *Tourism Management*. Melbourne: RMIT Press.
*Page, S. (2009). *Tourism Management: Managing for Change*. 3rd edition. Oxford: Butterworth-Heinemann.
Page, S. (2014). *Tourism Management*. 5th edition. Abingdon, Oxon: Routledge.
Page, S., & Connell, J. (2006). *Tourism: A Modern Synthesis*. 2nd edition. London: Thomson Learning.
Pearce, P., Morrison, A., & Rutledge, J. (1998). *Tourism: Bridges across Continents*. Sydney: McGraw-Hill.
Robinson, P., Lück, L, & Smith, S.L.J. (2013). *Tourism*. Wallingford, CABI.
*Ryan, C. (2003). *Recreational Tourism: Demand and Impacts*. Clevedon: Channel View.
*Swarbrooke, J., & Horner, S. (2003). *International Cases in Tourism Management*. Amersterdam: Elsevier.
*Theobald, W., (Ed.). (2004). *Global Tourism*. 3rd edition. Amsterdam: Elsevier.
Weaver, D., & Lawton, L. (2014). *Tourism Management*. 5th edition. Milton: Wiley & Sons.
*Woodside, A., & Martin, D., (Eds.). (2007). *Tourism Management: Analysis, Behaviour, and Strategy*. Wallingford: CAB International.
*Yeoman, I. (2008). *Tomorrow's Tourist: Scenarios and Trends*. Amsterdam: Elsevier.
Yeoman, I. (2012). *2050: Tomorrow's Tourist: Scenarios and Trends*. Buffalo: Channel View Publications.

The following titles are focused on specific aspects of tourism:

Arlt, W. (2006). *China's Outbound Tourism*. London: Routledge.
Ball, S., Horner, S., & Nield, K. (2007). *Contemporary Hospitality and Tourism Management Issues in China and India: Today's Dragons and Tigers*. Oxford: Butterworth-Heinemann.
*Buhalis, D., & Costa, C., (Eds.). (2006). *Tourism Management Dynamics: Trends, Management and Tools*. Amsterdam: Elsevier.
Buhalis, D., & Laws, E., (Eds.). (2001). *Tourism Distribution Channels: Practices, Issues and Transformations*. New York: Continuum.

Butler, R., (Eds.). (2006). *The Tourism Area Life Cycle (Volume 1): Applications and Modifications*. Clevedon: Channel View.

Butler, R., (Eds.). (2006). *The Tourism Area Life Cycle (Volume 2): Conceptual and Theoretical Issues*. Clevedon: Channel View.

Cooper, C., & Hall, C.M. (2012). *Contemporary Tourism: An International Approach*. Oxford: Goodfellows.

Hall, C.M., & Cooper, C. (2005). *Oceania: A Tourism Handbook*. Clevedon: Channel View.

*Hall, C.M., & Page, S.J. (2014). *The Geography of Tourism and Recreation*. 4th edition. London: Routledge.

Faulkner, B., Moscardo, G., & Laws, E., (Eds.). (2000). *Tourism in the Twenty-First Century: Lessons from Experience*. New York: Continuum.

*Gärling, T., Ettema, D., & Friman, M. (2014) *The Handbook of Sustainable Tourism*. Dordrecht: Springer.

Leigh, J. Webster, C., & Ivanov, S. (Eds) (2012). *Future Tourism: Political, Social and Economic Challenges*. Abingdon: Routledge.

*Middleton, V., & Clarke, J. (2001). *Marketing in Travel and Tourism*. 3rd edition. Oxford: Butterworth-Heinemann.

Pearce, D. (1995). *Tourism Today: A Geographical Analysis*. 2nd edition. Harlow: Longman

Pearce, D., & Butler, R., (Eds.). (2010). *Tourism Research: A 20-20 Vision*. Oxford: Goodfellow Publishers.

Swarbrooke, J. (1999). *Sustainable Tourism Management*. Oxford: CAB International.

Swarbrooke, J., & Horner, S. (2001). *Business Travel and Tourism*. Oxford: Butterworth-Heinemann.

Teaching Programme

Week	Date	Lecture	Lecture Outline	Tutorial
1	Mon 2nd March	Introduction	Overview of the course	Sign up for a tutorial by noon on Thursday **No tutorials this week**
	Wed 4th March	A systematic approach to tourism	Origin-linkage-destination model	
2	Mon 9th March	Exploring tourism resources	Introduction to library and web-based tourism resources	1) Introductions and **discuss Essay #1**
	Wed 11th March	Origins 1: tourism demand	What is tourism demand?	
3	Mon 16th March	Origins 2: tourist motivation	Why do tourists travel?	2) What type of traveller are you? Stanley Plog's model
	Wed 18th March	Origins 3: determinants of demand	What factors influence tourism demand?	
4	Mon 23rd March	Origins 4: tourist typologies	Classifying tourists and their behaviour	3) The Chinese outbound tourism market
	Wed 25th March	Origins 5: culture and markets	Culture and tourism demand	
5	Mon 30th March	Origins 6: business travel	Examining an important travel market	4) Understanding the VFR traveller
	Tues 31st March	**Assignment 1 due (noon)**		
	Wed 1st April	Origin 7: visiting friends and relatives	Examining an important travel market	
MID-TRIMESTER BREAK				
6	Mon 20th April	Linkages 1: models of tourist travel	Overview of key models	5) Assignment feedback and **discuss Essay #2**
	Wed 22nd April	Linkages 2: patterns of tourist travel	Examples of domestic and international tourist travel	
7	Mon 27th April	**ANZAC DAY**	No Lecture	No tutorials this week
	Wed 29th April	Linkages 3: tourism distribution channels I	Introduction to distribution channels	
8	Mon 4th May	Destinations 1: introduction	The supply side and destination development	6) Distribution channels: Booking travel
	Wed 6th May	Destinations 2: models of destination development	Plog and Butler's models of destination development	
9	Mon 11th May	Destinations 3: stakeholders in tourism	The roles of the public, private and third sector in tourism	7) UNWTO Global Code of Ethics for Tourism
	Wed 13th May	Destination 4: accommodation	Accommodation types, branding and quality	
	Thurs 14th May	**Assignment 2 due (noon)**		
10	Mon 18th May	Destinations 5: transport	Travel modes and choice	8) World Heritage Sites as destinations and attractions
	Wed 20th May	Destinations 6: attractions	The visitor attraction system	
11	Mon 25th May	Destinations 7: the community	Impacts and involvement of host communities in tourism	9) Course review and exam preparation
	Wed 27th May	Destination 8: destination case study: Dubai	Evaluating the rapid development of a global tourism destination	
12	Mon 1st June	**QUEEN'S BIRTHDAY**	No Lecture	No tutorials this week
	Wed 3rd June	Overview and Review	Course review and where to from here	

Assessment

Assignment	Title	Weight	Due Date
1	Essay #1	25%	Tuesday 31st March 2015 (noon)
2	Essay #2	25%	Thursday 14th May 2015 (noon)
3	Final Examination	50%	12th June – Wednesday 1st July (inclusive)
	TOTAL	**100%**	

Essays #1 and #2: Objectives

1) The essays provide the opportunity to follow-up selected tourism themes introduced in the lecture and tutorial programmes. They build upon material presented in lectures but require you to develop the topics much further through wider reading, analysis, and reflection. The first essay addresses broader issues that are fundamental to an introductory course on tourism management; the second enables you to focus on a specific area of interest.

2) The essays develop your skills in library research, synthesizing material from diverse sources, and essay writing.

Essay Topics:

Essay #1 (due noon, Tuesday 31st March 2015)

Answer <u>one</u> question:

1. Why is it important for managers and marketers to understand tourism demand?

2. According to Statistics New Zealand, in 2014 the ten most visited countries by New Zealanders were: Australia, the United States of America, Fiji, the United Kingdom, China, the Cook Islands, Samoa, India, Thailand, and Indonesia.

   Select <u>one</u> country from the list above and briefly outline the country's tourism sector. Then, identify and discuss two key factors which have shaped the development of tourism in that country.

Essay #2 (due noon, Thursday 14th May 2015)

Answer <u>one</u> question:

3. Why might tourism businesses and destinations choose to target the visiting friends and relatives (VFR) market?

4. Using examples, explain how tourism managers and marketers can benefit from a better understanding of the cultural background of tourists.

5. How useful is Butler's Tourism Area Life Cycle Model (1980) for explaining and understanding the development of destinations?

6. What factors influence consumers' choice of tourism distribution channels? Explain the implications of these factors for tourism suppliers.

Essays must be **between 2000 and 2500 words long**, fully referenced in line with the *Guide for Tourism Management Courses* (available on Blackboard), and include – where appropriate – maps, graphs, and tables. Credit will be given for evidence of wide reading and the ability to develop, structure and present

material, ideas and arguments clearly and effectively. For detailed guidance on referencing and essay format please consult the *Guide for Tourism Management Courses.*

Further guidance on essay topics, essay writing, and useful resources will be provided in the lectures and tutorials during week 2 and week 8 of the course. Student Learning will also be running TOUR 101 Assessment Workshops; details will be posted on Blackboard. In addition, you are invited to raise any queries during any of the tutorials.

Essay Preparation
While we each have our own way of going about writing an essay, it may be useful to consider the following points:

1) Think carefully about what the topics/questions mean and how they might be tackled. What are the key points? What sort of material will you need? Read with a purpose to maximise the return on your efforts. This means having a good idea of what will be useful before you go to the library or access library resources online.
2) Read over the relevant lecture material and refer to the key references and basic texts before following up more specific sources. Consider using journals such as *Tourism Management*, *Journal of Travel Research*, *Annals of Tourism Research, Journal of Sustainable Tourism,* and *Current Issues in Tourism* as well as books.
3) Having read and absorbed the relevant material, carefully think through the ideas you want to develop, and plan your essay before writing it. On completion, read through your essay carefully before submission to ensure it is free of typographical and grammatical errors, that the references are complete, that tables and figures are named, sourced and linked into the text.
4) Organize your time for each of these tasks. Very few people are able to write good essays in one night.

Marking Criteria for the TOUR 101 Essays

The TOUR 101 essay should:

1) respond fully to the question
2) be clearly organized. It should begin and end effectively (clear introduction and conclusion)
3) provide adequate supporting evidence, examples, and details. There should be evidence of wide reading and insight
4) acknowledge and document sources (following the referencing scheme outlined in the *Guide to Tourism Management Courses*)
5) use clear, concise, and appropriate language; be free of errors in grammar, spelling, and punctuation; and employ words/terminology correctly

A Faculty of Commerce Rubric will be used to assess the written communication skills of TOUR 101 students. The rubric specifically tests items #1, #4, and #5 of the marking criteria (see above). The overall results of this assessment exercise will be reviewed by the Associate Dean (Learning and Teaching). Your TOUR 101 tutor will read your essay and then you will receive a rating of exemplary, satisfactory, or not satisfactory for each of the quality categories noted below. The quality of your writing skills will **in part** determine your overall grade.

1. structure and style (sentences and paragraphs are well structured)
2. clarity and conciseness (the essay remains focused on the question)
3. technical writing skills (few spelling errors, proper punctuation, correct grammar)
4. vocabulary (the words used in the essay are well chosen)
5. appropriate use of a referencing system (following the referencing scheme outlined in the *Guide to Tourism Management Courses*)
6. academic integrity (appropriate use of others' work)

Further assistance with help on essay writing and planning: Student Learning is an excellent source of support for study skills. See their website for self-help resources and their programme of workshops: http://www.victoria.ac.nz/st_services/slss

Handing in Assignments

Assignments should be submitted to the **TOUR 101 Box on Level 2 of the Murphy Building** (Kelburn Campus) by 12 noon on the due date. All completed assignments must have a cover sheet (see the *Guide for Tourism Management Courses*). You must also keep an electronic and hard copy of your work. 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 email will not be accepted.*

Late assignments must be submitted to the School of Management **Level 10 Reception, RH 1022**, during Reception Desk hours, **9am until 5pm Monday to Friday.** Late assignments that are not time- and date-stamped by a School of Management Administrator will incur late penalties from the time the Administrator. Assignments left on the Reception Counter, or slid under the door of the Reception office, will also incur penalties from the time and date they are recovered. *Note that there is no provision to accept assignments on weekends or public holidays.*

Group Work

Collaboration on individual assignments is <u>not</u> 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. You will be expected and encouraged to work in groups on in-tutorial activities; however, essays must be individual submissions.

Examinations

Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period. The final examination for this course will be scheduled at some time during the following period: Fri 12th June to Wed 1st July (inclusive).

The examination is worth 50% of the total marks available for this course. It is closed book 3-hour examination. Essay style answers are expected. You will be asked to answer four questions that will require you to draw on different concepts and themes covered in the course. All readings covered during the course are examinable.

Referencing

There are many different styles of referencing. For tourism management courses, please refer to the 2014 version of the *Style Guide for Tourism Management Courses*. A copy will be handed out in tutorials and is also available on Blackboard.

Grading Guidelines and Assessment

The Assessment Handbook will apply to all VUW courses: see http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf.

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
	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

Mandatory Course Requirements

In addition to obtaining an overall course mark of 50 or better, students must meet mandatory course requirements:

a. Attend at least **7** of the **9** tutorial sessions;
b. Submit all assignments within the allowable timeframe (see the 'Penalties' section below); and
c. Obtain at least 40 per cent of the final examination marks available.

Students who fail to satisfy the mandatory requirements for this course but who obtain 50% or more overall, will be awarded a K grade.

Standard fail grades (D or E) will be awarded when the student's overall course mark falls below the minimum pass mark, regardless of whether the mandatory course requirements have been satisfied or not.

Notice of Failure to meet Mandatory Course Requirements will be posted on Blackboard.

If you cannot complete an assignment or sit a test or examination, refer to
www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat

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 School of Management Reception (RH1022) on Level 10 of Rutherford House, Pipitea Campus.

(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. **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**.

(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 one of the course co-ordinators, providing documentary evidence of the reasons of their circumstances. All such applications must be made **before** the deadline and be

accompanied by documentary evidence, for example 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 co-ordinators by email or telephone as soon as possible, and make application for waiver of a penalty as soon as practicable.

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.**

Policy on Remarking

Every attempt is made to ensure that assignment marking is consistent and fair to students. In TOUR 101, the course coordinators will moderate the grading process. If you have a question about your mark, first talk to your tutor and then to one of the TOUR 101 course coordinators. Students may ask for their written work to be remarked. A course coordinator will do the remarking and provide comments. An application for remarking must be made within 14 working days of the marks becoming available.

To apply for a remark, complete the request for re-examination of assessed work form (form available on Blackboard) stating which sections (see marking criteria listed above) you wish re-examined. Write on why you think the mark does not, in your view, fairly reflect the quality of your work. Hand this with your assignment to a staff member at the School of Management Reception Desk on Level 10 Rutherford House. Allow a minimum of 5 days for remarks to be completed.

Class Representative

A class representative will be elected in the first class, and that person'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

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.

Student Feedback

Student feedback has been taken into account when developing the course – for example, offering the Student Learning assignment workshops near the start of trimester.

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.