

School of Management

TOUR 320: Tourism Practicum

Trimester 1, 2013

COURSE OUTLINE

COURSE COORDINATOR

Dr Karen Smith

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CAREER DEVELOPMENT AND EMPLOYMENT

Liz Chinlund - ePortfolio Coordinator

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ADMINISTRATOR

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Trimester Dates: Teaching Period: Monday 4 March – Friday 7 June

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 15 March 2013.
2. The standard last date for withdrawal from this course is Friday 17 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.

Class Times and Room Numbers

You are required to attend five workshop sessions scheduled in weeks 1, 3, 4, 6 and 12 and arrange a one-to-one meeting with the Course Coordinator in week 2, 3 or 4.

Workshop #1: Briefing session - Please attend one of the following introductory sessions:

Wednesday 6th March 9.00-10.20am or Friday 8th March 9:00-10:20am. Location: RWW413.

Workshop #2: Careers CV Workshop - Week 3 beginning 18th March*

Workshop #3: CV Peer Review Session - Week 4 beginning 25th March*

Workshop #4: Introduction to ePortfolio - Week 6 beginning 8th April*

Workshop #5: ePortfolio workshop - Week 12 beginning 27th May*

* The time and location of these workshops will be scheduled once students' availability is determined; this will be done during week 1.

One-to-one meetings take place in weeks 3 and 4 and are scheduled with the Course Coordinator.

In addition, appointments with the course coordinator can be made at any time that is mutually convenient.

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 administrated under the supervision of the course coordinator and will also involve the production of an appropriate academic report and a Tourism Career ePortfolio where you will record and reflect on your own experiences and achievements during the practicum. Workshops, online materials and the course coordinator will provide support and guidance on each element of the course.

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 Objectives: 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

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 employees who have the qualifications *and* the experience!

This practicum course offers opportunities for senior undergraduate students to:

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

Course Learning Objectives

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

1. understand the role and discuss the importance of applying concepts and research knowledge to practical situations
2. appreciate the value of leadership in a tourism workplace
3. develop an understanding and appreciation of how to evaluate the potential of a tourism business
4. 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
5. identify the strengths, weaknesses, opportunities and threats of the host organisation and provide recommendations

6. clarify career interests
7. gain experience in workplace

Course Content

You will need to complete **240 hours** of work to gain practical experience within the tourism industry. It is your responsibility to find a suitable workplace or number of workplaces for your practicum course. The workplace may be a current or recent place of employment. The work experience can be paid or voluntary. Note that relevant opportunities may be advertised on Career Hub and/or Tourism Course Blackboard sites. Any questions concerning the appropriateness of work experience or research projects should be directed to the course coordinator.

Assessment of the industry experience is by an appropriate academic report and the development of a Tourism Career ePortfolio.

Course Delivery

The majority of this course is 240 hours of approved work experience. In addition, you are required to attend five workshops and a one-to-one meeting with the Course Coordinator.

Expected Workload

TOUR320 is a 15-point course. In addition to the 240 hours of practical experience the course requires the production of an academic report based on the practicum and the development of an ePortfolio.

Readings

There is no set text for this course but students should draw on the wider literature from previous courses and the BTM.

For Jobs, Resources, Events and Workshops for current students and graduates see Victoria CareerHub: <http://careerhub.vuw.ac.nz>

KEY DATES AND DEADLINES

WEEK	WEEK BEGINNING	DATE	WORKSHOP	ASSIGNMENT
1	4 th March	Wednesday 6 th March 9.00-10.20 RWW413 or Friday 8 th March 9.00-10.20 RWW413	Workshop #1. Briefing session An overview of the course and requirements	
2	11 th March	Wednesday 13 th March (noon)		Submit 1.a) Project Report Milestone
2/3/4	11 th /18 th /25 th March	<i>Scheduled with Course Coordinator</i>	One-to-One Meeting with Course Coordinator to discuss Project Report Milestone	
3	18 th March	<i>To be confirmed *</i>	Workshop #2. Careers CV Workshop Introduction to Vic Careers and CV preparation	
4	25 th March	<i>To be confirmed *</i>	Workshop #3. CV Peer Review Session	Submit 2.a) CV/Resume
Easter Break (1 week)				
6	8 th April	<i>To be confirmed *</i>	Workshop #4. Introduction to ePortfolio Introduction to reflective writing and getting started on your ePortfolio	
7	15 th April	Wednesday 17 th April (noon)		Submit 2.b) ePortfolio – skills development
Mid-trimester Break (1 week)				
11	20 th May	Wednesday 22 nd May (noon)		Submit 1.b) Final Project Report
12	27 th May	<i>To be confirmed *</i>	Workshop #5. ePortfolio Workshop An opportunity to further develop your reflective writing skills	
13	3 rd June	Wednesday 5 th June (noon)		Submit 2.c) ePortfolio Reflection

* These workshops will be scheduled once students' availability is determined – this will be done during week 1.

If you are not able to make the scheduled times due to timetable clashes, you need to contact karen.smith@vuw.ac.nz to make other arrangements.

Assessment

The main objective of this course 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 Tourism Career ePortfolio will provide the opportunity to reflect on your personal and professional development and get support in considering your future career path.

In designing the two course assessments, there are built-in opportunities to receive feedback on your progress before the final graded submissions.

Assignment		Value	Length	Due date (all Wednesdays, 12 noon)	Course Objectives	Student Learning Objectives and Skills
1. Business Project Report	a) Milestone	-	c. 500 words	13 th March	3-8	1-5
	b) Final report	85%	5,000 words	22 nd May		
2. Tourism Career ePortfolio	a) CV/Resume	-	See below	Bring to CV Peer Review workshop in week 4 (25 th March)	1-3	6, 7
	b) ePortfolio skills development	-		17 th April		
	c) ePortfolio reflection	15%		5 th June		

Assignment 1: Business Project Report

The Project Report assesses your achievement of overall course objectives 3 to 8, and course-related learning objectives and skills 1 to 5.

The assignment is to be presented in two parts, a milestone submission on Wednesday 13th March and a final submission on Wednesday 22nd May.

a) Milestone submission

No later than **noon Wednesday 13th March**, submit a brief summary of your planned report (500 words-about 2 pages).

This should be submitted by email to Karen.Smith@vuw.ac.nz A hard copy is not required.

This document will form the basis of a one-to-one discussion with the Course Coordinator which will provide feedback and guidance on the report.

Content

- Your name, student ID, contact details and job title
- Name of your practicum company/organisation and its location

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

b) Final Business Project Report (85%)

The Business Project Report should be **no more than 5,000 words** in length, and fully referenced to include all the literature sources you have read.

A hard copy should be submitted to TOUR 320 box (number 20) on the mezzanine floor of Rutherford House by **noon on Wednesday 22nd May**. You must also submit an electronic copy to Karen.Smith@vuw.ac.nz

The Report should integrate practical issues with a theoretical context and include background on the company/organisation, a critical appraisal of the internal and external environments, a SWOT analysis and recommendations. You also need to include a letter from your employer stating you have completed at least 240 hours work (in some cases these hours will be completed over a number of jobs but the Report should focus on a single company/organisation).

Further guidance on the content and structure of the report will be provided in the Briefing session (Workshop #1).

Assignment 2: Tourism Career ePortfolio

This set of assignments assesses your achievement of overall course objectives 1 to 3, and course-related learning objectives and skills 6 and 7.

The aim is to encourage you to reflect on your career path and what you have learnt from your Practicum work experience. Through your work experience you may identify your strengths and skills, find tasks you enjoy doing, and work out what you are good at. In doing so, it may help clarify the career you would like to pursue. The work experience may also identify your weaknesses, perhaps skills or knowledge areas you need to develop further, or show you what you don't enjoy doing. In doing so, it may clarify what you *don't* want to do as a career.

This assignment requires you to reflect on just these issues and provides tools to clarify and support your career development.

The assignment comprises three elements that fit with four workshops delivered in collaboration with Vic Careers staff.

a) CV/Resume

In week 3 you will attend the **Workshop #2: Careers CV Workshop** which will be run by Millie Douglas, Career Consultant at Vic Careers. This will introduce you to the Vic Careers services and resources, and get you started on preparing or revising your CV, including introduction to Career Hub and the My Resume/CV Builder.

You will then write or revise your CV following the advice from the workshop and online resources.

In week 4 you will attend **Workshop #3** - this is a **CV Peer Review Session** facilitated by Careers Consultant Millie Douglas. This is an opportunity to receive feedback on your own CV, and review your peers' CVs.

Please **bring two hard copies of your completed CV to the peer review workshop** and also email a copy of your CV to Karen.Smith@vuw.ac.nz

You can submit either a generic CV, or a CV tailored to a specific job or opportunity (in which case please include details of the job/opportunity).

Each person's background and experiences are different and so their CV will also differ, therefore there is no word limit given for this assignment.

b) and c) ePortfolio

An ePortfolio is a digital collection of examples of your experiences, skills and achievements, and your reflections on these over time, which you can share with different audiences.

It covers your academic, personal and professional development and enables you to:

- Showcase and reflect on your studies, work and progression
- Increase your confidence and illustrate your capability with reflection
- Communicate your skills, accomplishments and Victoria University of Wellington's graduate attributes
- Prepare for CVs and interviews

Two workshops will be run by the Course Coordinator and Liz Chinlund ePortfolio Coordinator at Vic Careers:

- Week 6: **Workshop #4** will cover reflective writing and get you started on your ePortfolio
- Week 12: **Workshop #5** will focus on the final ePortfolio assignment.

You access the ePortfolio using Victoria CareerHub: <http://careerhub.vuw.ac.nz>.

b) ePortfolio skills development

By noon **Wednesday 17th April**, submit your ePortfolio reflecting on one of the following skills: interpersonal, teamwork, or problem-solving skills. (If you wish to focus on another skill, please first discuss this with the Course Coordinator).

How has your Practicum work experience developed your interpersonal or teamwork or problem-solving skills?

You will first need to write a paragraph (no more than 250 words) describing your Practicum work experience role.

Your reflection should then be between 300 and 500 words.

You will receive feedback on this reflection, and may wish to incorporate elements of this reflection into the final assessment.

Further guidance will be provided in the ePortfolio Workshop #4 (week 6), including details of how to submit your ePortfolio for review.

c) ePortfolio Reflection (15%)

By noon **Wednesday 5th June**, submit your ePortfolio reflection on:

- i) To what extent has your Practicum work experience clarified your career interests and career path?** (write between 700 and 850 words)
- ii) As a result of your Practicum work experience, what is your short and/or long term career goal and what are the specific actions required to achieve it?** (write no more than 250 words)

You will also need to write a paragraph (no more than 250 words) describing your Practicum work experience role. This can be the same as b) above, although you should take on board any feedback.

Further guidance will be provided in the ePortfolio Workshops in weeks 6 and 12.

Mandatory Course Requirements

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

1. Complete 240 hours of approved industrial work experience;
2. Submit a letter from your employer confirming your work experience hours;
3. Attend the Workshops; and
4. Submit all assignments within the allowable timeframe (see Penalties section)

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.

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**, 9am until 5pm Monday to Friday. Late assignments that do not have the time and date signed by the Administrator for the course or Duty Receptionist, will incur late penalties from the time the Administrator receives it. 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.

- (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 the course co-ordinator, 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 the course co-ordinator 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. If you have a question about your mark, first talk to the Course Coordinator. Students may ask for their written work to be remarked. An application for remarking must be made within 5 working days of the marks becoming available.

Referencing

There are many different styles of referencing. For tourism management courses, please refer to the 2013 version of the *Guide for Tourism Management Courses* available on Blackboard.

Class Representative

The class representative provides a communication channel to liaise with the course coordinator on behalf of students. A class representative will be elected in the first workshops, and that person's name and contact details made available to VUWSA, the course coordinator and the class.

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.

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.