

School of Management

TOUR 320: Tourism Practicum

Trimester 3, 2013

COURSE OUTLINE

COURSE COORDINATOR

Dr Mondher Sahli

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Dr Karen Smith

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CAREER DEVELOPMENT AND EMPLOYMENT

ePortfolio Coordinator

Room: 14 Kelburn Parade
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E-mail: eportfolio@vuw.ac.nz
Web: www.victoria.ac.nz/careers

ADMINISTRATOR

Luisa Acheson

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Teaching Period: Monday 18 November 2013 to Friday 14 February 2014

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before 29 November 2013.
2. The standard last date for withdrawal from this course is 28 February 2014.

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

The majority of this course is 240 hours of approved work experience.

The teaching elements of this course are timetabled to accommodate students who will be undertaking the work experience during the summer period, including those working outside Wellington. Materials will also be available online to support students.

Practicum Briefing, CV workshop, and Introduction to ePortfolio

This session will start with an overview of TOUR320, including the assessments. This will be followed by two 50 minutes workshops run in conjunction with Vic Careers staff. These cover employability skills, including writing a CV, and an introduction to the ePortfolio software you will use during the course.

Either: Workshop 1a: Tuesday 22nd October 9:30-12:20 – RWW311

OR Workshop 1b: Tuesday 26th November 9:30-12:20 – RWW311

ePortfolio workshop

This optional workshop provides the opportunity to focus on your final ePortfolio submission.

Monday 3rd February 2014– *time to be confirmed*

One-to-one meetings take place either between Monday 25th Oct - Fri 8th November or Wed 28th Nov - Fri 6th December 2013 and are scheduled with Mondher Sahli

In addition, resources are available online and an appointment with the Course Coordinator or ePortfolio Coordinator can be made at any time that is mutually convenient.

Prescription

240 hours of approved experience in tourism and visitor-related services allowing students to gain relevant skills and make contacts within the industry. The industry experience is assessed by academic staff on the basis of a student report on the workplace.

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 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.

The teaching elements of this course are timetabled to accommodate students who will be undertaking the work experience during the summer period, including those working outside Wellington. Materials will also be available online to support students.

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

DATE	TEACHING	LINKED ASSIGNMENT	ASSESSMENT DEADLINE (by 12 noon)	Important note on assignment deadlines
Tuesday 22nd October 2013 (9.30-12.20pm) – RWW311 Or Tuesday 26th November 2012 (9.30am-12.20pm)- RWW311	Course briefing An overview of the course and requirements	1.a) Business Project Report Milestone	Friday 29 th November 2013	The deadlines are scheduled to fit the workshop programme. However (and particularly if you are attending the workshops on 22 nd October), you are <u>strongly encouraged</u> to complete the CV and ePortfolio milestone <u>as soon as possible</u> following your workshop, while the material is still fresh in your mind. Similarly, the earlier you submit your Project Report milestone, the sooner you will receive feedback that you will be able to use in preparing your final report.
	Careers workshop Introduction to Vic Careers and CV preparation	2.a) CV/Resume	Friday 6 th December 2013	
	Introduction to ePortfolio Introduction to reflective writing and getting started on your ePortfolio	2.b) ePortfolio milestone	Friday 13 th December 2013	
		1.b) Final Business Project Report	Monday 3rd February 2014	
Monday 3rd February 2014 (times to be confirmed)	ePortfolio Workshop (optional) An opportunity to further develop your reflective writing skills	2.c) ePortfolio Reflection	Monday 10th February 2014	

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* (12 noon)	Submission	Course Objectives	Student Learning Objectives and Skills
1. Business Project Report	a) Milestone	-	c. 500 words	Fri 29 th Nov*	By email	3-8	1-5
	b) Final report	85%	5,000 words	Mon 3rd Feb 2014	Box 20 Mezzanine Floor Rutherford House, and also email.		
2. Tourism Career ePortfolio	a) CV	-	See below	Fri 6 th Dec*	By email	1-3	6, 7
	b) ePortfolio milestone	-		Fri 13 th Dec*	Electronically: ePortfolio		
	c) ePortfolio reflection	15%		Mon 10th Feb	Electronically: ePortfolio		

* Important note on assignment deadlines:

The deadlines are scheduled to fit the workshop programme. However (and particularly if you are attending the workshops on Tuesday 22nd October), you are strongly encouraged to complete the CV and ePortfolio milestone as soon as possible following your workshop, while the material is still fresh in your mind.

Similarly, the earlier you submit your Business Project Report milestone, the sooner you will receive feedback that you will be able to use in preparing your final report.

One-to-one meetings take place either between Monday 25th Oct - Fri 8th November or Wed 28th Nov - Fri 6th December 2013 and are scheduled with Mondher Sahli

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 by Friday 29th November 2013 and a final submission on Monday 3rd February 2014.

a) Milestone submission

No later than **noon Friday 29th November**, submit a brief summary of your planned report (500 words-about 2 pages). However, if you attend the first workshop on 22nd October, you are encouraged to submit your milestone sooner.

This should be submitted by email to Mondher.Sahli@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 Monday 3rd February 2014**. You must also submit an electronic copy to Mondher.Sahli@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 which fit with workshops delivered in collaboration with Vic Careers staff.

a) CV

You will attend a workshop run by Vic Careers that 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.

By noon Friday 6th December you should **submit a copy of your CV** by email to karen.smith@vuw.ac.nz (if you attend the first workshop on 22nd October, you are encouraged to submit this soon after the workshop while the advice is fresh). You will then receive feedback and advice from Vic Career Advisors. If enough students are available we will also run a CV Peer Review workshop before Christmas.

You can submit either:

- i) a generic CV, or
- ii) a CV tailored to a specific job or opportunity (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 job applications and interviews

Two workshops will be run by Karen Smith and the ePortfolio Coordinator at Vic Careers. The first workshop (22nd October or 26th November) covers reflective writing and get you started on your ePortfolio. A second workshop will be run on Monday 3rd February (time to be confirmed) – this workshop is optional but will give you the opportunity to focus on the final ePortfolio assignment.

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

b) ePortfolio milestone

The deadline for this milestone is noon on **Friday 13^h December**. However, if you attend the first workshop on 22nd October, you are encouraged to submit this sooner.

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, including details of how to submit your ePortfolio for review.

c) ePortfolio Reflection (15%)

By noon **Monday 10th February**, 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 include 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; you can also draw on this paragraph for your Business Project Report.

Further guidance will be provided in the ePortfolio workshops.

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 career 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.

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**, 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.

Student feedback

The ePortfolio element of the course continues to be refined following feedback from students in previous trimesters and learning from the use of ePortfolios in other contexts. Students will be asked to participate in an ongoing study and evaluation of the use of ePortfolios in VUW courses. Student feedback on University courses may be found at www.cad.vuw.ac.nz/feedback/feedback_display.php

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.