

School of Management

TOUR320 TOURISM PRACTICUM

Trimester 3, 2015

COURSE OUTLINE

COURSE COORDINATORS

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CAREER DEVELOPMENT AND EMPLOYMENT

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ADMINISTRATOR

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Trimester Dates – Monday 16th November 2015 to Friday 12th February 2016

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before 27 November 2015.
2. The standard last date for withdrawal from this course is 26 January 2016. 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.

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.

Teaching Format, Times and Rooms

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

You have to attend **one** of the following options:

		Option 1	Option 2
	Time	Tuesday 20th October 2015 (Week 13 of Trimester 2)	Tuesday 17th November 2015 (Week 1 of Trimester 3)
Introduction to TOUR320	9:30-10:30	RWW126	RWW315
Preparing your CV	10:30-11:30	RWW126	RWW315
Break	11:30-11:45		
Introduction to Reflective Writing and the ePortfolio	11:45-1:30	RWW102	RWW302

One-to-One Meetings with Course Coordinators

Each student should schedule a one-to-one meeting with the Course Coordinator **after the workshops in October until Wednesday 16th December 2015** at the latest. Skype conversations are also possible with students who are not in Wellington over the summer period.

This meeting will discuss the **Business Project Report Milestone** so this needs to be submitted at least two days before the meeting (and by Wednesday 25th November 2015 at the latest – see Assessment 1a) below).

CV Peer Review Workshop – Wednesday 2nd December 2015 – 9.00-10.00am – RWW126

Although this workshop is optional, if you are in Wellington, please make every effort to attend as this will be a valuable opportunity to get immediate feedback on your draft CV.

Other Sessions

Drop-in sessions will be available in late January to discuss your final report and/or ePortfolio. These will be communicated via Blackboard.

Meetings - in addition, please feel free to arrange a meeting with the Course Coordinators or Careers and Employment Service Team. If you are outside Wellington, we can organise to talk to you by Skype or phone.

Arranging Practicum Work Experience

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.

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.

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.

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

Course Aims

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

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>

Assessment

The Assessment Handbook will apply to all VUW courses: see

<http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

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 Aims	Course Learning Objectives	
1. Business Project Report	a) Milestone	-	c. 500 words	Wednesday 25 th November 2015*	Blackboard	3-8	1-5
	b) Final report	85%	5,000 words	Monday 1 st February 2016	Box 20 Mezzanine Floor Rutherford House and <u>Blackboard</u>		
2. Tourism Career ePortfolio	a) CV	-	See below	Wednesday 2 nd December 2015*	Blackboard and bring 2 copies to Peer Review Workshop	1-3	6, 7
	b) ePortfolio milestone	-		Wednesday 9 th December 2015*	ePortfolio		
	c) ePortfolio reflection	15%		Tuesday 9 th February 2016	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 20th 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 be able to organise your one-to-one meeting and receive feedback that you will be able to use in preparing your final report.

One-to-one meetings with Course Coordinator

These take place at a mutually convenient time after the Workshops in October until Wednesday 16th December at the latest (you must submit the Report Milestone at least two days before the meeting).

Assignment 1: Business Project Report

The Project Report assesses your achievement of course aims 3 to 8, and course learning objectives 1 to 5.

The assignment is to be presented in two parts, a milestone submission by Wednesday 25th November 2015 and a final submission on Monday 1st February 2016.

a) Milestone submission

No later than **noon Wednesday 25th November 2015**, submit a brief summary of your planned report (500 words-about 2 pages). However, if you attend the first workshop on 20th October, you are encouraged to submit your milestone sooner.

A Word document should be submitted electronically via Blackboard. You must include your name as part of the file name, e.g. TOUR320_Milestone_Karen_Smith.doc. A hard copy is not required.

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

Content

- Your name, student ID, contact details (email and telephone) and job title
- Name of your practicum company/organisation, the physical address where you are working, and website address
- 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 1st February 2016**. You must also submit an electronic copy (Word or PDF) using Turnitin via Blackboard – again please include your name as part of the file name, e.g. TOUR320_Report_Karen_Smith.doc.

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 first part of the Workshop.

This assessment will be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Turnitin is an on-line plagiarism prevention tool which compares submitted work with a very large database of existing material. A copy of submitted materials will be retained on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

Assignment 2: Tourism Career ePortfolio

This set of assignments assesses your achievement of course aims 1 to 3, and course learning objectives 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 Victoria Careers and Employment Service that will introduce you to the Careers Services and resources, and get you started on preparing or revising your CV, including introduction to Career Hub.

By noon **Wednesday 2nd December 2015** you should **submit a copy of your CV** to Blackboard. You must include your name as part of the file name, e.g. TOUR320_CV_Karen_Smith.doc.

You are encouraged to attend the (optional) **CV Peer Review Workshop** on **Wednesday 2nd December 2015** (9.00-10.00am) in order to get immediate feedback on your CV. Please bring **TWO PRINTED COPIES** of your CV to the Workshop. If you cannot attend, you will later receive feedback from a Victoria Career Consultant.

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

The workshops will be run by Gayna Vetter the ePortfolio Coordinator. The workshop covers reflective writing and will get you started on your ePortfolio assignments.

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

b) ePortfolio milestone

The deadline for this milestone is noon on **Wednesday 9th December 2015**. However, if you attend the first workshop on 20th 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 **Tuesday 9th February 2016**, 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, medium and/or long term career goal(s) and what are the specific actions required to achieve these goals? (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 workshop.

Mandatory Course Requirements

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

1. Complete 240 hours of approved work experience in order to gain experience in the workplace (CLO 7) and demonstrate you have achieved CLOs 1 to 6. Submit a letter from your employer(s) as part of your Business Project Report in order to confirm your work experience hours.
2. Attend the half-day Workshops in order to develop CV writing and career development skills that will help you to clarify your career interests (CLO 6)

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.

Any student who is concerned that they have been (or might be) unable to meet any of the MCRs because of exceptional personal circumstances, should contact one of the Course Coordinators as soon as possible.

If you cannot complete an assignment, also 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 the School of Management Reception, Room 1022, Level 10 Rutherford House, Pipitea Campus.

- (i) In fairness to other students, work submitted after any deadline will incur a penalty for lateness. **The penalty is 10% of the marks available** (marks available means what the assignment is worth i.e. 30% or 30 marks) for an assignment submitted after the due time on the due date **for each part day or day late**. (For example if an assignment is out of 85 and the assignment receives 50% then one day late means the mark will be out of 76.5 and the student will receive 50% of 76.5). **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.
- (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 **Luisa Acheson**, providing documentary evidence of the reasons of their circumstances. All such applications must be made **before** the deadline and be accompanied by documentary evidence, eg a medical certificate, or counsellor's report clearly stating the degree of impairment, and the dates the illness or event prevented you from undertaking your academic studies. This can be applied retrospectively.
- (iv) In the event of unusual or unforeseeable circumstances (e.g. serious illness, family bereavement or other exceptional events), that precludes an application in advance, students should make contact with the **Luisa Acheson** as soon as possible, and make application for waiver of a penalty as soon as practicable.
- (v) Word limits should be adhered to, especially so when they provide a guide to limiting the student's coverage of a topic. The penalty will be 10% of the grade for an assignment which is 10% over the word limit.

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 posted on the **Blackboard** website.

Student feedback

Student feedback on University courses may be found at:

www.cad.vuw.ac.nz/feedback/feedback_display.php

In Trimester 3 we will have re-structured the ePortfolio part of the workshop to provide more guidance and time on reflective writing, separate from introducing the ePortfolio tool.

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.