



Victoria Management School

**TOUR 101**  
**INTRODUCTION TO TOURISM**

Trimester 1 2005

**COURSE OUTLINE**

**COURSE CO-ORDINATOR**

**Professor Doug Pearce**

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Phone: 463 5715  
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Website: [www.vuw.ac.nz/vms](http://www.vuw.ac.nz/vms)

**LECTURERS**

**Dr Christian Schott**

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**Dr Adam Weaver**

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**TUTORIAL CO-ORDINATOR**

**Heike Schänzel**

Room: RH 120, Rutherford House  
Phone: 463 6910  
Email: heike.schaenzel@vuw.ac.nz  
Working Hours: 9:30 to 2:30  
Mon, Wed-Fri

**Please phone or email in advance for an appointment.**

Kelburn drop-in hours: Mon 11:30 to 1pm  
(28<sup>th</sup> Feb to 21<sup>st</sup> March only) EA126

**ADMINISTRATIVE ASSISTANT**

**Linda Walker**

Room: RH 927, Rutherford House  
Phone: 463 5720  
Email: linda.walker@vuw.ac.nz  
Working Hours: 9 to 3:30 Daily

## **Class Times and Room Numbers**

### **Lectures**

**Monday & Thursday 1:10pm - 2pm in HM LT105**

### **Tutorial Timetable**

The Tutorial Co-ordinator for Tourism is Heike Schänzel; she will be arranging the tutorial lists in lectures in the first week. Details will be posted on Blackboard and on the Tourism Noticeboards at Kelburn (Level 2, Murphy Building) and Pipitea Campus (Mezzanine Floor, Rutherford House). Tutorials will be on Monday afternoons, Tuesday mornings and Thursdays; please note that there are no tutorials in the first week of the term.

Attendance at tutorials and active involvement in discussions are an important component of the course. If you do not attend at least 8 tutorials you will not pass the course. Exemptions from tutorials will only be accepted with a medical certificate or in exceptional circumstances.

### **Final Examination**

The final examination will be during the trimester 1 examination period: 2<sup>nd</sup> – 18<sup>th</sup> June 2005.

### **Student Contact Details**

Please ensure you have your current contact details correctly recorded, including e-mail and daytime phone numbers. You can check and amend your details by going to the students section of the VUW website at <http://studentvuw.vuw.ac.nz/>. Click on the student records link, enter your student ID and PIN. Finally click on the appropriate link to update your records.

## Introduction

Tourism is a large and complex phenomenon. It can be regarded as a significant social and economic activity, a business, an industry, 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, social, environmental, 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. An origin-linkage-destination framework is adopted and the functioning of the overall system is examined, followed in turn by consideration of each of these components.

## Objectives

The objectives of the course are to provide a systematic introduction to the study of tourism and a sound foundation for the BTM by:

- a) outlining the multi-faceted nature of tourism and the need for an integrated approach to its study and management,
- b) developing a conceptual basis for the study and management of tourism,
- c) examining key issues and their inter-relationships by reference to selected examples,
- d) encouraging students to adopt a structured, enquiring approach to the study of tourism.

## Programme

The course objectives are pursued by an integrated programme of lectures and tutorials written assignments and wider reading. **Lectures are held 1.10-2pm on Monday and Thursday in HM LT105.** Students are expected to attend all lectures. All important announcements concerning the course will be also be made in lectures. Key themes will be introduced in lectures and followed up by discussion in tutorials and by reference to the wider literature. Times and rooms for the tutorial programme will be advised separately. 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. Attendance at tutorials is also required to complete terms. Exemption from tutorials will only be accepted with a medical certificate or in exceptional circumstances.

WEEK	LECTURE TOPIC	LECTURE OUTLINE	TUTORIAL
<b>1</b> 21/2 24/2	Introduction A systematic approach	Introduction, what is tourism – examples, structure, admin Origin-linkage-destination model	No tutorials this week
<b>2</b> 28/2 3/3	Origins 1 : tourism demand Origins 2 : demand concepts and models	What is tourism demand? How is tourism demand conceptualized?	Introduction Set and discuss first essay Library assignment
<b>3</b> 7/3 10/3	Origins 3 : Determinants of demand Origins 4 : Patterns of demand	What factors shape tourism demand? Tourism demand: trends & history	Tutorial on demand: discussion of Plog's model
<b>4</b> 14/3 17/3	Origins 5 : Classifying tourists and tourist behaviour Origins 6 : Culture and markets	Different ways to classify tourist behaviour Culture and tourism demand	Tourism demand in the news
<b>5</b> 21/3 24/3	Linkages 1 : models of tourist travel Linkages 2 : patterns of tourist travel	Overview of key models Examples of domestic and international tourist travel	Tutorial on tourism models, their nature and use <b>Essay 1 due : Midday 24 March</b>
<b>MID-TERM BREAK</b>			
<b>6</b> 11/4 14/4	Linkages 3 : distribution channels Linkages 4: distribution channels in Wellington	Intro to distribution channels from both a supplier's and consumer's perspective Multiple channels for urban tourism	Distribution channels – relating personal experience to theory
<b>7</b> 18/4 21/4	Destinations 1 : introduction Destinations 2 : models of development	The supply side & destination development Fundamental models, frameworks & concepts	Return first essay and provide feedback on performance Discuss second essay
<b>8</b> 25/4 28/4	ANZAC DAY Destinations 3 : transport	Modes of transport: development & systems	NO TUTORIALS THIS WEEK
<b>9</b> 2/5 5/5	Destinations 4 : attractions Destinations 5 : accommodation	What constitutes an attraction? Structure and sectors	Tutorial on transport
<b>10</b> 9/5 12/5	Destinations 6 : destination case study Destinations 7 : tourism & the state	Destination development in action Policy, promotion, infrastructure & data collection	Tutorial on attractions <b>Essay 2 due: Midday 13 May</b>
<b>11</b> 16/5 19/5	Destinations 8 : the private sector Destinations 9 : the community	Tourism as a business Participation, consultation & involvement	Tutorial on tourism and the state and/or the private sector
<b>12</b> 23/5 26/5	Destinations 10 : the broader picture Overview	The interface of supply & demand Discussion of course and where to from here	Return second essay, course review and exam preparation

The programme follows the 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 second part of the course focuses on destinations and systematically examines the ways in which these develop.

## **Reading material**

There is no set text for this course: references and readings will be made available throughout. The following books provide a general introduction to different aspects of tourism and will be useful in obtaining a general background to the subject and for writing the essays, particularly the first essay.

Collier, A. (2003) Principles of Tourism: A New Zealand Perspective. Auckland: Pearson Education.

Cooper, C.; Fletcher, J.; Gilbert, D.; and Wanhill, S. (1993) Tourism: Principles and Practice. Harlow: Longman Scientific and Technical

Faulkner, B. *et al.*, eds. (2000) Tourism in the 21st Century: Lessons from Experience. London: Continuum.

Holloway, C. (2002) The Business of Tourism. London: Prentice Hall

Leiper, N. (1995) Tourism Management, RMIT Press, Melbourne.

Page, S. *et al.* (2001) Tourism: A Modern Synthesis. London: Thomson Learning.

Pearce, D.G. (1995) Tourism Today: a geographical analysis. Longman, Harlow (2<sup>nd</sup> ed).

Pearce, P.; Morrison, A.; and Rutledge, J. (1998) Tourism Bridges across continents. Roseville: McGraw-Hill

Weaver, D.B. and Lawton, L. (2002) Tourism Management, Wiley, London.

Swarbrooke, J. (1999) Sustainable Tourism Management. Oxon: CABI

## Assessment

This course will be assessed as follows:

Essay 1	25%
Essay 2	25%
Exam	50%

The examination will assess your understanding of material presented in the course as a whole. Further details on the examination will be given later. **To gain terms and be eligible for credit for the course, you are required to complete all assessment exercises by the due date and attend at least 80% of tutorials.**

## Essays

Objectives:

1) To provide you with the opportunity to follow-up selected tourism themes introduced in the lecture programme i.e. the essays 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 more specific area of interest.

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

## Topics

**Essay 1 (due 12 noon Thursday 24 March 2005)**

**Either**

- 1) Tourism involves multiple sectors (e.g. transport, accommodation, attractions, travel intermediaries...) in multiple locations (e.g. origins, destinations and transit regions). Discuss the implications of this for the study of tourism.

**Or**

- 2) Why does tourism need to be managed?

**Essay 2 (due 12 noon Friday 13 May 2005)**

Choose **one** topic from the following list:

- 1) With reference to both domestic and outbound tourism, describe the demand for tourism in one particular country and discuss the factors that have influenced this demand.
- 2) Evaluate the importance of business travel to the tourism industry.

- 3) With reference to specific examples, evaluate the function of any two types of intermediary in the distribution process and discuss the relationships between these two sets of intermediaries.
- 4) Is Butler's (1980) destination life-cycle model a useful framework for the study of destination development? What are the model's strengths and weaknesses?
- 5) Assess the importance of small business to the tourism industry in one particular country.
- 6) Outline the three categories of tourist transport and discuss how the transport sector in tourism may change in the future.
- 7) Discuss the complex nature of the accommodation sector in tourism and evaluate how a particular type of accommodation can affect the evolution of a tourist destination. Illustrate your argument with examples.
- 8) Identify the range of stakeholders in tourism and analyse the role of each with reference to tourism in a particular country.

Essays **should not exceed 2500 words**, must be fully referenced and include, where appropriate, maps, graphs and tables. Further details on referencing and essay format are given in the *Tourism Management Style Guide*. Credit will be given for evidence of wide reading and the ability to develop, structure and present material, ideas and arguments clearly and effectively. They should be placed in the appropriate essay box on Level 2 of Murphy by noon on the due date.

### 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 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.
- 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 *Annals of Tourism Research*, *Tourism Management* and the *Journal of Travel Research* 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. On completion, read it through carefully before submission to ensure it is free of typographical and grammatical errors, that the references are complete and that tables and figures are named, sourced and linked into the text.

4) Organize your time for each of these tasks. **Good essays are rarely written the night before.**

Guidance on the topics and on essay writing will be given in the tutorials held in the weeks beginning 28 February and 18 April but also feel free to raise any queries you might have during the other tutorials.

## **Penalties for Late Assignments**

The Tourism Management Group has implemented a standardized late penalty for all tourism courses. Students who submit late assignments will be penalized at a rate of 5% per day (including weekends). Work will not be accepted more than two weeks after the due date. Students who do not submit an assignment before the two weeks have elapsed will not gain terms.

Extensions will only be granted under special circumstances. Students who wish to apply for an extension must contact the tutorial co-ordinator for Tourism Management, Heike Schänzel (telephone: 463-6910, e-mail: [Heike.Schaenzel@vuw.ac.nz](mailto:Heike.Schaenzel@vuw.ac.nz)). Students who apply for an extension due to illness must obtain a medical certificate. Medical certificates must specify that the student is “unfit to study” or “unfit to sit an examination.” Medical certificates must also indicate the period of time involved. Please take note: workload pressures and computer problems are not a case for extension.

Please submit late assignments to Linda Walker (Rutherford House, Room 927, telephone: 463 5720). Her office hours are from 9 to 3:30.

## **Other Information**

Important notices will be posted on Blackboard, at <http://blackboard.vuw.ac.nz/>

## **General University Policies and Statutes**

Students should familiarise themselves with the University's policies and statutes, particularly those regarding assessment and course of study requirements, and formal academic grievance procedures.

### **Student Conduct and Staff Conduct**

The Statute on Student Conduct together with the Policy on Staff Conduct ensure that members of the University community are able to work, learn, study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute on Student Conduct contains information on what conduct is prohibited and what steps can be taken if there is a complaint. For queries about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor. This Statute is available in the Faculty Student Administration Office or on the website at: [www.vuw.ac.nz/policy/StudentConduct](http://www.vuw.ac.nz/policy/StudentConduct).

The policy on Staff Conduct can be found on the VUW website at: [www.vuw.ac.nz/policy/StaffConduct](http://www.vuw.ac.nz/policy/StaffConduct).



## Academic Grievances

If you have any academic problems with your course you should talk to the tutor or lecturer concerned or, if you are not satisfied with the result of that meeting, see the Head of School or the Associate Dean (Students) of your Faculty. Class representatives are available to assist you with this process. If, after trying the above channels, you are still unsatisfied, formal grievance procedures can be invoked. These are set out in the Academic Grievances Policy which is published on the VUW website:

[www.vuw.ac.nz/policy/AcademicGrievances](http://www.vuw.ac.nz/policy/AcademicGrievances).

## Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means **no cheating**. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. Plagiarism is **prohibited** at Victoria.

The University defines plagiarism as follows:

Plagiarism is presenting someone else's work as if it were your own, whether you mean to or not.

*'Someone else's work' means anything that is not your own idea, even if it is presented in your own style. It includes material from books, journals or any other printed source, the work of other students or staff, information from the Internet, software programmes and other electronic material, designs and ideas. It also includes the organization or structuring of any such material.*

***Plagiarism is not worth the risk.***

Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct ([www.vuw.ac.nz/policy/studentconduct](http://www.vuw.ac.nz/policy/studentconduct)) and may be penalized severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- suspension from class or university
- cancellation of your mark for an assessment or a fail grade for the course.

Find out more about plagiarism and how to avoid it, on the University's website at:

[www.vuw.ac.nz/home/studying/plagiarism.html](http://www.vuw.ac.nz/home/studying/plagiarism.html).