

VICTORIA UNIVERSITY OF WELLINGTON

Te Whare Wananga o te Upoko o te Ika a Maui



Victoria Management School

TOURISM MANAGEMENT

TOUR 230

VISITOR MANAGEMENT

Trimester 2 2005

Course Outline

PAPER COORDINATOR

Bob Garnham

Room RH 926, Rutherford House
Phone: 463 5726
Email: Bob.Garnham@vuw.ac.nz

ADMINISTRATION ASSISTANT

Linda Walker

Room RH 927, Rutherford House
Phone: 463 5720
Email: Linda.Walker@vuw.ac.nz
Working hours: 09.00 – 3.30 Mon-Fri
Fax: 463 5180

TUTORIAL COORDINATOR

Heike Schänzel

Room: RH 120, Rutherford House
Phone: 463 6910
E-mail: Heike.Schaenzel@vuw.ac.nz
Working hours: 09.30 – 2.30 Mon, Wed-Fri
Please phone or email in advance for an appointment

LECTURE TIME AND LOCATION

The paper is comprised of two lectures and one tutorial per week, for a period of 12 weeks. Note that there are no tutorials in the first and last week of lectures.

| Lectures | Time | Lecture Theatre |
|-----------------|----------------|------------------------|
| Tuesday | 2.40 - 3:30 pm | RH LT2 |
| Friday | 2.40 - 3:30 pm | RH LT2 |

TUTORIAL TIMETABLE

Tuesday 3:40-4:30; 4:40-5:30

Thursday 2:40-3:30; 3:40-4:30

Tutorial Allocation Procedure

Tutorial groups will be arranged in the first lecture. Confirmation of your tutorial group will be posted on blackboard and the notice board on the Mezzanine level of Rutherford House by Friday 8 July. If you have any problems with your tutorial group allocation, please contact the tutorial coordinator (Heike).

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 2 examination period: 14th October – 5th November 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:

Visitor management is concerned with the sustainability of the business and the resource. The visitor, or tourist, purchases unseen and untried an '*experience.*' The quality of the experience is determined by, among other things, the way in which the tourist is treated in each of the five stages of the experience. More particularly, in the destination and at an attraction the application of appropriate management techniques may enhance the tourist or visitor's experience. This course examines the ways in which different management techniques are applied to a range of destinations and attractions.

Visitor management is the practice of ensuring that management policy and process enables a high quality visitor experience to be delivered. Visitor satisfaction with tourist related experiences are strongly correlated with appropriate and relevant information about the places and sites visited. Thus interpretation methods and programmes are an integral part of visitor management policies and practices.

This course seeks to provide an understanding and analysis of the need for visitor management and interpretation programmes in a variety of settings at a range of scales.

Course Objectives:

The objectives of this course are to provide a systematic coverage of techniques and the purpose of visitor management. By the end of the course students will:

- Understand important sociological and psychological constructs associated with visitor behaviour
- Understand and be able to assess wider strategic and operational visitor management planning, monitoring and evaluation issues
- Be able to critically analyse and evaluate relevant and current visitor management issues
- Understand and contextualise interpretation concepts
- Be able to apply broad theoretical visitor management issues to a specific tourism environment

Important notices concerning the course will be given in lectures and posted on the notice board on Mezzanine Level of Rutherford House.

TOUR 230 Lecture and Tutorial Timetable

| Week | Date | Lecture topic | Tutorial |
|----------------------------|-------------------|---|--|
| 1/1 1/2 | July 5 & 8 | Intro and admin tasks. What is visitor management? 1. Why manage visitors? <ul style="list-style-type: none"> • Policies and strategies 2. The visitor experience and visitor management <ul style="list-style-type: none"> • Visitor information centres • Preparation for practical exercise | No tutorial this week |
| 2/1 2/2 | July 12 & 15 | 3. Techniques for managing visitors <ul style="list-style-type: none"> • Indirect – legislation; ownership 4. Techniques for managing visitors <ul style="list-style-type: none"> • Direct – barriers | Set first assignment Key points for managing visitors in an urban environment |
| 3/1 3/2 | July 19 & 22 | 5. Techniques for managing visitors <ul style="list-style-type: none"> • Financial – parking and entry charges 6. Techniques for managing visitors <ul style="list-style-type: none"> • Educative – by way of explanation • Managing at different geographic scales | Observation exercise out of class |
| 4/1 4/2 | July 26 & 29 | 7. Responsible tourism – codes of behaviour/ethics 8. Follow-up observations for write-up – set essay | Discussion of observation exercise |
| 5/1 5/2 | Aug 2 & 5 | 9. Managing tourists in an urban environment, policies and strategies 10. Case study 1 <ul style="list-style-type: none"> • National Parks – natural heritage | Urban attractions and problems of visitor management at different scales |
| 6/1 6/2 | Aug 9 & 12 | 11. Case study 2 12. Risk management 1 – Dr Karen Smith <ul style="list-style-type: none"> • Identifying Risks | Loch Lomond case study exercise. Hand in Observation exercise |
| MID TRIMESTER BREAK | | | |
| 7/1 7/2 | Aug 30 & Sept 2 | 13. Risk management 2 – Dr Karen Smith <ul style="list-style-type: none"> • Risk management strategies 14. Guest speaker (Practical exercise setting) | Risk management exercise |
| 8/1 8/2 | Sept 6 & 9 | 15. Follow-up field exercise 16. The importance of signage | Essay due 2pm Friday 9th Last questions on practical exercise |
| 9/1 9/2 | Sept 13 & 16 | 17 & 18 Case study 3 – Dr Karen Smith <ul style="list-style-type: none"> • Managing heritage and cultural visitors | Heritage and culture tutorial |
| 10/1 10/2 | Sept 20 & 23 | 19 Carrying capacity and crowding – concepts Managing visitors in urban areas <ul style="list-style-type: none"> • Conflicting user groups 20 Managing visitors – meetings and conferences | Carrying capacity and crowding – concepts |
| 11/1 11/2 | Sept 27 & Sept 30 | 21 Case study 5 – transport systems 22 Case study 6 – accommodation operations | Report due 2pm Friday 30th Exam preparation |
| 12/1 12/2 | Oct 4 & 7 | 23 Wrap up and exam preparation 24 Any final questions. | No tutorial |

TEXTS AND READINGS:

There is no set text for this course but the following references are recommended:

- Bosselman, F.; Peterson, C.; McCarthy, C. 1999, *Managing Tourism Growth*, Island Press Washington D.C.
- Chadee D.D. and Mattsson J. 1996, An empirical assessment of customer satisfaction in tourism, *The Service Industries Journal*, 16 (3) 305-320
- Clawson, M. and Knetsch, J. L. 1966, *Economics of Outdoor Education*, Resources for the Future, Johns Hopkins Press, Baltimore
- Craik, J. 1987, A crown of thorns in paradise: conflict on Queensland's Great Barrier Reef, in *Who from their labours rest? Conflict and practice in rural tourism*, Bouquet, M. and Winter, M. (Eds). Avebury, Aldershot
- Craik, J. 1995, Are there Cultural Limits to Tourism? *Journal of Sustainable Tourism* 3(2)87-98
- Digance, J. 1993, How can increased tourism and the Great Barrier Reef coexist? *Australian Planner* 31 (1) 33-39
- Fuji, E.T. & Mak J. 1980, Tourism and Crime: Implications for Regional Development Policy, *Regional Studies* 14 (1) 7-36
- Ladany, S. P. 1999, Optimal tourist bus tours, *Tourism Economics*, 5 (2) 175-190
- Leask, A and Yeoman, I. 1999, (Eds) *Heritage Visitor Attractions*, Cassell, London
- Leiper, N. 1995, *Tourism Management*, RMIT Press
- Orbasli, A. 2000, *Tourists in Historic Towns*, Spon, London
- Page, S. J. 2003, *Tourism Management: managing for change*, Butterworth-Heinemann, Oxford
- Priest, S.; Carpenter, G. 1993, Changes in perceived risk and competence during adventurous leisure experiences, *Journal of Applied Recreation Research*, 18 (1) 51-71
- Shackley, M. (ed), 1998, *Visitor Management: case studies from World Heritage Sites*. Butterworth-Heinemann, Oxford.
- Sibley, H. 1997, *The pricing and management of walking tracks in Tasmania*, University of Tasmania, Department of Economics, Discussion Paper 1997-07
- Sonmez, S. F. and Graefe, A. R. 1998, Determining future travel behaviour from past travel experience and perceptions of risk and safety, *Journal of Travel Research*; 37 (2) 171
- Swinglehurst, E. (1982) *Cook's Tours*, Blandford Press, Poole
- Thomas, P. 1984, The Otago Goldfields Park, *Planning Quarterly* 76: 9 -11
- Weiler, B. and Ham, S. 2001, perspectives and thoughts on tour guiding, pp255-264 In: Lockwood, A. and Medlik, S. 2001, *Tourism and Hospitality in the 21st century*, Butterworth-Heinemann, Oxford

ASSESSMENT:

Internal Assessment: 50%

Three items are used to assess the course:

Item 1.

Introduction to fieldwork exercise:

Observational exercise in an urban destination: value 10%

‘The successful navigation of an urban destination depends on the accuracy of maps and signage.’

Assess the usefulness, or otherwise, of maps and signage for tourists to Wellington.

Illustrate your findings with diagrams and photos.

Limit: 1,500 words;

When: In third week of the trimester

Due by: tutorials in week 6

Item 2.

Essay, value 20%

Limit: 3,000 words

With reference to a named regional tourist destination:

- Identify the actual and potential problems of managing visitors to the destination.
- Suggest strategies for overcoming the problems you have identified.

Due by: FRIDAY 9th SEPTEMBER by 2pm

Item 3.

A critical appraisal of way-finding information in Wellington

Report on fieldwork, value 20%

Limit: 2,500 – 3,000 words (excluding a 1 page executive summary)

Details will be provided in lectures and tutorials

Due by: FRIDAY 30th SEPTEMBER by 2pm

Item 4.

Final examination: 50%

Date to be advised.

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 7 days after the due date. Students who do not submit an assignment before the 7 days 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). 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 Mon-Fri.

MANDATORY PAPER REQUIREMENTS (Terms)

To fulfil the mandatory paper requirements for this paper you must:

1. Attend at least eight of the ten scheduled tutorial sessions.
2. Submit all assignments.

ADDITIONAL INFORMATION

Notices for this paper will be posted on the Tourism Management noticeboard on level M of Rutherford House and on Blackboard website at <http://blackboard.vuw.ac.nz/>.

Copies of material handed out in lectures will be made available outside Room 927 Rutherford House.

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student Administration Office

The Student Administration Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications.

Easterfield (EA) - FCA/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce & Administration and Law is situated in the Easterfield Building - it includes the ground floor reception desk (EA005) and offices 125a to 131 (Level 1). The office, will be open from 9:00 am to 5:00 pm during Trimester 2, offers the following:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- FCA Student Administration forms (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

Please note:

There will be a Student Administration Adviser, from the RWW office, based in EA005 from Monday 27 June to Friday 1 July (9:00 am to 5:00 pm) and from Monday 4 July to Friday 22 July (11:00 am to 1:00 pm).

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.

The policy on Staff Conduct can be found on the VUW website at:

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.

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) 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.

Students with Disabilities

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities an equal opportunity with all other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or recurring) that may impact on your ability to participate, learn and/or achieve in lectures and tutorials or in meeting the course requirements, then please contact the Course Coordinator as early in the course as possible. Alternatively you may wish to approach a Student Adviser from Disability Support Services to confidentially discuss your individual needs and the options and support that are available. Disability Support Services are located on Level 1, Robert Stout Building, or phoning 463-6070, email: disability@vuw.ac.nz. The name of your School's Disability Liaison Person can be obtained from the Administrative Assistant or the School Prospectus.

Student Support

Staff at Victoria want students' learning experiences at the University to be positive. If your academic progress is causing you concern, please contact the relevant Course Co-ordinator, or Associate Dean who will either help you directly or put you in contact with someone who can.

The Student Services Group is also available to provide a variety of support and services. Find out more at www.vuw.ac.nz/st_services/ or email student-services@vuw.ac.nz.

VUWSA employs two Education Coordinators who deal with academic problems and provide support, advice and advocacy services, as well as organising class representatives and faculty delegates. The Education Office is located on the ground floor, Student Union Building, phone 463 6983 or 463 6984, email education@vuwsa.org.nz.

Maori and Pacific Mentoring programme (Manaaki Pihipihinga)

This is a free programme of mentoring for Maori and Pacific students doing first year courses within the Faculty of Commerce and Administration. Weekly one hour mentoring sessions: drafting and editing assignments/discussing any questions that you might have from tutorials or lectures and going over every aspect of essay writing, either in small group sessions or on a one-to-one basis.

This includes:

- A computer suite hooked up to cyber commons for students to use to produce their assignments.
- Regular skill-based workshops with a learning adviser from Student Learning Support Services.
- Networking with other Maori and Pacific support groups throughout the university.

For more information please contact:

Melissa Dunlop, Programme Coordinator

Ph: 463 6015 or Email: Maori-Pacific-Mentoring@vuw.ac.nz