Victoria Management School

TOUR 345

TOURIST BEHAVIOUR

Trimester 2 2005

COURSE OUTLINE

COURSE COORDINATOR

Dr. Adam Weaver

Room:	RH 917, Rutherford House
Phone:	463 5375
Email:	adam.weaver@vuw.ac.nz

ADMINISTRATIVE ASSISTANT

Linda Walker

Room	RH 927, Rutherford House
Phone:	463 5720
Email:	linda.walker@vuw.ac.nz
Office Hours:	9.00am – 3.30pm (Monday to Friday)

TUTORIAL COORDINATOR

Heike Schänzel

Room	RH 120, Rutherford House
Phone:	463 6910
Email:	heike.schaenzel@vuw.ac.nz
Working hours:	9.30-2.30, Mon, Wed-Fri
	Please phone or e-mail for an appointment

CLASS TIME AND LOCATION

Wednesday	10:30-11:20	GB LT4
Friday	10:30-11:20	GB LT4

TUTORIAL TIMETABLE

Tutorial No	Tutorial Time	Room	Dates
1	Fri 11:40-12:20	RLWY223	July 15 – Sept 30
2	Fri 1:40-2.30	RLWY126	July 15 – Sept 30
3	Fri 2:40-3:30	RLWY128	July 15 – Sept 30
4	Fri 3:40-4:30	RLWY126	July 15 – Sept 30

Tutorial Allocation

The Tutorial Coordinator for courses in Tourism Management is Heike Schänzel. Tutorials will be on Friday afternoons; there are no tutorials during the first or last week of the trimester.

Students will have the opportunity to select a tutorial time during the first week of class. Each tutorial group will have no more than 15 students. Tutorial lists will be posted on the Tourism Management notice board in Rutherford House (Mezzanine Level) on *Friday, July 8th*. If you have any problems or concerns about the tutorial schedule, please contact the course coordinator or Heike Schänzel. Tutorial attendance and active involvement in discussions are an important component of the course. If you attend fewer than 8 tutorials, you will not gain terms for the course. Exemptions from tutorials will only be granted with a medical certificate or in exceptional circumstances.

COURSE OBJECTIVES

This course will help students…

*understand different approaches to the study of tourist behaviour
*understand different social factors that influence tourist behaviour
*understand the notion that there are different types of tourists and tourist behaviour
*make connections between theory and practice in the study of tourist behaviour
*realize that tourism demand continues to evolve and that this evolutionary process must be understood by tourism researchers, tourism marketers, and other stakeholders within the tourism industry

COURSE CONTENT

This course examines tourist behaviour from both theoretical and practical perspectives. The study of tourist behaviour has utility for students who plan to have a career in the tourism sector. It is important that different stakeholders within the tourism industry

(state institutions, business owners, tourism marketers, service employees, and even tourists) understand tourist behaviour and its ramifications. Research that explores tourist behaviour can be used to develop sound tourism policy and better tourism products.

The course will explore an array of themes and issues related to tourist behaviour. To start, different models of tourist behaviour and motivation will be discussed. The study of these models raises important questions. Why do tourists travel? What inspires tourists to undertake certain types of travel? What variables influence the choices and decisions made by tourists? The course also reviews different ways to classify tourists. What sorts of typologies do researchers use to classify tourists? To what extent can we identify different market niches within the tourism industry? Why is it important to identify different market niches? The course will then examine different types of tourists (for example, backpackers, eco-tourists, and wine tourists) and their behaviour. Why do certain types of tourists behave in certain ways? What factors, for example, shape the behaviour of adventure travellers, senior vacationers, disabled tourists, or business travellers? It is hoped that students, once they complete the course, will appreciate the study of tourist behaviour and its importance to the tourism industry.

CLASS SCHEDULE

Week #1

Class #1 – Introduction: Course Structure, Expectations and Evaluation

Class #2 – Tourist Behaviour: A Brief Overview

Week #2

Class #3 – Tourist Behaviour: Models and Concepts (Part I)

Class #4 – Tourist Behaviour: Models and Concepts (Part II)

Swarbrooke, J. & S. Horner (2001) *Consumer Behaviour in Tourism*. Oxford:
Butterworth-Heinemann (please read chapter 6).

Week #3

Class #5 – Approaches to the Study of Tourist Motivation (Part I)

Class #6 – Approaches to the Study of Tourist Motivation (Part II)

Swarbrooke, J. & S. Horner (2001) *Consumer Behaviour in Tourism*. Oxford:
Butterworth-Heinemann (please read chapter 4).

Ateljevic, I. (2000) "Tourist Motivation, Values and Perceptions." In *Consumer Psychology of Tourism, Hospitality and Leisure. Volume 1*, edited by A.G. Woodside *et al*. New York: CABI Publishing, pp. 193-209.

Week #4

Class #7 – Tourist Typologies: Past and Present

Swarbrooke, J. & S. Horner (2001) *Consumer Behaviour in Tourism*. Oxford: Butterworth-Heinemann (please read chapter 7).

Class #8 – The Interactive Traveller in New Zealand

*I will distribute some short articles in class about the interactive traveller.

Week #5

Class #9 – Backpackers

Ateljevic, I. & S. Doorne (2001) "Nowhere to Run: A Study of Value Boundaries and Segmentation Within the Backpacker Market of New Zealand." In *Consumer Psychology of Tourism, Hospitality and Leisure. Volume 2*, edited by J.A. Mazanec *et al*. New York: CABI Publishing, pp. 169-186.

Class #10 – Adventure Travel and Adventure Travellers

Swarbrooke, J. *et al*. (2003) *Adventure Tourism: The New Frontier*. Oxford: Butterworth-Heinemann (please read chapter 3).

Week #6

Class #11 – Senior Citizens and Travel

Ruys, H. and S. Wei (2001) "Senior Tourism." In *Special Interest Tourism*, edited by N. Douglas, N. Douglas, & R. Derrett. Sydney: John Wiley & Sons, pp. 407-429.

Class #12 – Travel, Accessibility, and Disability

Ray, N.M. & M.E. Ryder (2003) "Ebilities Tourism: An Exploratory Discussion of the Travel Needs and Motivations of the Mobility-Disabled." *Tourism Management*, 24(1): 57-72.

Mid-Trimester Break

Week #7

Class #13 – Eco-Tourism and Eco-Tourists

Swarbrooke, J. & S. Horner (2001) *Consumer Behaviour in Tourism*. Oxford: Butterworth-Heinemann (please read chapter 14).

Week #14 – Tourist Behaviour and Responsible Tourism

Weedon, C. (2002) "Ethical Tourism: An Opportunity for Competitive Advantage?" *Journal of Vacation Marketing*, 8(2): 141-153.

Week #8

Class #15 – Tourists, Ethnicity, and Culture

Pizam, A. (1999) "Cross-Cultural Tourist Behaviour." In *Consumer Behaviour in Travel and Tourism*, edited by A. Pizam and Y. Mansfeld. New York: Haworth Hospitality Press, pp. 393-411.

Class #16 – Tourist Behaviour and (Dis)satisfaction

Swarkbrooke, J. & S. Horner (2001) *Consumer Behaviour in Tourism*. Oxford: Butterworth-Heinemann (please read chapter 17).

Week #9

Class #17 – Wine Tourists

Mitchell, R. *et al*. (2002) *Wine Tourism Around the World*. Oxford: Butterworth-Heinemann (please read chapter 8).

Class #18 – Tourist Behaviour and Food

Sparks, B. *et al*. (2003) "Restaurants and the Tourist Market." *International Journal of Contemporary Hospitality Management*, 15(1): 6-13.

Week #10

Class #19 – Business Travellers

Swarbrooke, J. & S. Horner (2001) *Business Travel and Tourism*. Oxford: Butterworth-Heinemann (please read chapter 3).

Class #20 – The Visiting Friends and Relatives (VFR) Market

Jackson, R.T. (2003) "VFR Tourism: Is It Underestimated?" *The Journal of Tourism Studies*, 14(1): 17-24.

Week #11

Class #21 – Tourist Behaviour and the Internet

Buhalis, D. (2003) *eTourism: Information Technology for Strategic Tourism Management.* Harlow: Prentice Hall (please read chapter 5 – "Demand-driven eTourism").

Class #22 – Tourist Behaviour and Corporate Surveillance

Week #12

Class #23 – Tourist Behaviour: Future Considerations and Trends

Swarbrooke, J. & S. Horner (2001) *Consumer Behaviour in Tourism.* Oxford: Butterworth-Heinemann (please read chapter 19).

Class #24 – Course Review and Examination Preparation

TUTORIAL SCHEDULE

Week #1: No Tutorial
Week #2: Discuss Essay #1
Week #3: Destination and Activity Choice
Week #4: The Interactive Traveller
Week #5: Backpackers
Week #6: Issues of Accessibility

Mid-Trimester Break

Week #7: Return Essay #1 and Discuss Essay #2
Week #8: Ethnicity and Culture
Week #9: Wine Tourists
Week #10: Business Travellers
Week #11: Tourists and the Internet
Week #12: No Tutorial

Left-over copies of materials distributed in class (for example, tutorial assignments and class handouts) will be made available in front of Room 927 on the 9th floor of Rutherford House.

COURSE TEXT

There is no textbook for this course. A booklet that contains photocopied readings will be distributed in class. Please make an effort to read the contents of this booklet. The readings will improve your ability to understand concepts addressed in the course.

There are a number of books that will be helpful to you as you prepare your essays…

Brunt, P. (1997) *Market Research in Travel and Tourism*. Oxford: Butterworth-Heinemann.

Dann, G., ed. (2002) *The Tourist as a Metaphor of the Social World*. Wallingford, UK: CABI Publishing.

Finn, M. *et al*. (2000) *Tourism and Leisure Research Methods*. Harlow: Longman.

Hall, C.M. *et al*., eds. (2000) *Wine Tourism Around the World: Development, Management and Markets*. Oxford: Butterworth-Heinemann.

Hudson, S., ed. (2003) *Sport and Adventure Tourism*. New York: Haworth Hospitality Press.

Mazanec, J.A. *et al.*, eds. (2001) *Consumer Psychology of Tourism, Hospitality and Leisure. Volume 2*. Wallingford, UK: CABI Publishing.

Middleton, V. & J. Clarke (2003) *Marketing in Travel and Tourism*. 3rd edition. Oxford: Butterworth-Heinemann.

Pizam, A. & Mansfeld, Y., eds. (1999) *Consumer Behaviour in Travel and Tourism: Concepts and Analysis*. Oxford: Butterworth-Heinemann.

Reisinger, Y. & Turner L. (2003) *Cross-Cultural Behaviour in Tourism: Concepts and Analysis*. Oxford: Butterworth-Heinemann.

Ryan, C. (1995) *Researching Tourist Satisfaction*. London: Routledge.

Swarbrooke, J. & S. Horner (2001) *Consumer Behaviour in Tourism*. Oxford: Butterworth-Heinemann.

Swarbrooke, J. & S. Horner (2001) *Business Travel and Tourism*. Oxford: Butterworth-Heinemann.

Swarbrooke, J. *et al*. (2003) *Adventure Tourism: The New Frontier*. Oxford: Butterworth-Heinemann.

Veal, A.J. (1997) *Research Methods for Leisure and Tourism: A Practical Guide*. London: Financial Times Management.

Weiermair, K. *et al*, eds. (2004) *The Tourism and Leisure Industry: Shaping the Future*. New York: Haworth Hospitality Press.

Williams, C. & J. Buswell (2003) *Service Quality in Leisure and Tourism*. Wallingford, UK: CABI Publishing.

Woodside, A.G. *et al.*, eds. (2000) *Consumer Psychology of Tourism, Hospitality and Leisure. Volume 1*. Wallingford, UK: CABI Publishing.

These books can only be borrowed from the Commerce Library for a short period of time (either 3 days or 2 hours). You are also encouraged to consult recent issues of *Tourism News* (d G155 N5 N547). This periodical is available from the Central Library.

ASSESSMENT

There are three items of assessment in this course: two essays (25% and 25%) and a final examination (50%). The due date for the first essay is Thursday, August 11th (before 4pm). The due date for the second essay is Thursday, September 22nd (before 4pm).

Essays should be between 2,500 and 3,000 words. It is quality, not quantity, that matters most.

Options for Essay #1…

1. What methods do researchers use to study tourist behaviour? What are the benefits and drawbacks of these different research methods?

2. Write an essay about **either** backpackers **or** adventure travellers. What sorts of experiences do they seek? Is there more than one type of backpacker or adventure traveller?

3. To what extent have traditional boundaries between tourism and work become blurred? Why and how have these boundaries become blurred?

4. How can travel providers better serve senior citizens? What sorts of preferences and needs do senior travellers have?

5. Why is it important for tourism researchers to study disabled travellers? What efforts have been made by business owners to accommodate these travellers?

Options for Essay #2…

6. Using examples, discuss ways of influencing tourist behaviour so that there is a reduction of negative impacts on the natural environment.

7. To what extent does nationality and culture affect tourist behaviour? How does tourist behaviour vary between different nationalities and cultures?

8. What is the OE (overseas experience) and why has it become an important experience for many New Zealanders?

9. Write an essay about wine tourists. What sorts of experiences do they seek? Is there more than one type of wine tourist?

10. Do business travellers have preferences that are different from those of pleasure travellers? What measures are taken by the hospitality industry to attract business travellers?

11. What factors may influence the way tourists will behave in the future? Do you think that tourist behaviour in the future will be radically different from present-day tourist behaviour? Why or why not?

FURTHER COMMENTS ABOUT THE ESSAYS

Prepare your essays with care and pride. Your essays should be polished and professional pieces of work. Essays for this course must be fully referenced. Further details on referencing and essay format are discussed in the *BTM Style Guide* (copies of this document can be obtained from the course coordinator). Credit will be given for evidence of wide reading and the ability to develop, structure and present material, ideas and arguments clearly and effectively. Essays should be placed in the appropriate box in Rutherford House (Mezzanine Level) on or before the due date.

MANDATORY COURSE REQUIREMENTS (Terms)

To fulfill the mandatory requirements for this course you must:

1. Attend eight out of ten scheduled tutorial sessions

2. Submit all assignments by the due date. Late assignments should be delivered to the course coordinator (Adam Weaver) or to Linda Walker (Room 927, Rutherford House). Linda's office hours are from 9am to 3:30pm (Monday to Friday).

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 course coordinator before the due date. 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 certicates must also indicate the duration of the illness. Please take note: workload pressures and computer problems are not a case for extension.

Students who fail to satisfy the mandatory requirements for passing this course, other than the requirement to obtain a C grade overall, will not receive a graded result, and their records will show an ungraded fail.

ADDITIONAL INFORMATION

Additional information will be conveyed to students using the Blackboard system, and through announcements in lectures and tutorials. Copies of overheads used in class will be made available to students via Blackboard.

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.

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.