



Victoria Management School

TOUR 403

CONSUMER PERSPECTIVES IN TOURISM

Trimester 2 2005

COURSE OUTLINE

COURSE COORDINATOR

Dr. Adam Weaver

Room: RH 917, Rutherford House
Phone: 463 5375
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LECTURERS

Dr. Christian Schott

Room: RH 924, Rutherford House
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ADMINISTRATIVE ASSISTANT

Linda Walker

Room: RH 927, Rutherford House
Phone: 463 5720
Email: Linda.Walker@vuw.ac.nz
Office Hours: 9am to 3:30pm (Monday to Friday)

CLASS TIME AND LOCATION

Thursday

1:40 – 4.30pm

GB G07

COURSE OBJECTIVES

Once students have completed this course, they should...

- *understand different approaches to the study of tourism-oriented consumption and consumer behaviour in tourism
- *be able to critically assess and discuss research in this field
- *understand relationships between concepts addressed in class and “real world” issues
- *understand the relationship between tourist behaviour and the practices of tourism marketers
- *be able to convey ideas clearly in conversation, written work, and oral presentations

COURSE CONTENT

This course examines tourism-oriented consumption and consumer behaviour in tourism. Research that conceptualizes tourism as a consumable commodity (and tourists as consumers) has become more prevalent in recent years. The ideas and theories addressed in this course represent the state-of-the-art in the field. They also reflect different approaches to the study of tourists and tourism.

The first half of the course explores concepts that are commonly addressed by researchers who examine consumer behaviour in tourism. These concepts include postmodernism, identity formation, and responsible tourism. In the second half of the course, these concepts (and others) are used to examine several themes: travel as self-discovery, patriarchy, power relationships, hedonism, and risk. The second half of this course also examines product variety and product promotion and the relationship(s) that they have to consumer behaviour. With the exploration of the various concepts and themes addressed in this course, students will have the opportunity to examine tourist behaviour from both theoretical and practical perspectives.

TEXT AND READINGS

There is no set text for this course. Book chapters and articles will be made available to students over the course of the trimester.

CLASS SCHEDULE

Week #1 – Introduction: Expectations and Evaluation

Week #2 – Tourism as Consumption, Tourists as Consumers

Ateljevic, I. & S. Doorne (2003) “Culture, Economy and Tourism Commodities: Social Relations of Production and Consumption.” *Tourist Studies*, 3(2): 123-141.

Sharpley, R. (2002) “The Consumption of Tourism.” In *Tourism and Development: Concepts and Issues*, edited by R. Sharpley and D.J. Telfer. Clevedon: Channel View Publications, pp. 300-318.

Wang, N. (2002) “The Tourist as Peak Consumer.” In *The Tourist as a Metaphor of the Social World*, edited by G. Dann. New York: CABI Publishing, pp. 281-295.

Week #3 – The Search for Postmodern Tourists

Sharpley, R. (1996) “Tourism and Consumer Culture in Postmodern Society.” In *Tourism and Cultural Change*, edited by M. Robinson, N. Evans, and P. Callaghan. Sunderland: Business Education Publishers, pp. 203-215.

Elliott-White, M.P. & M. Finn (1998) “Growing in Sophistication: The Application of Geographical Information Systems in Post-Modern Tourism Marketing.” *Journal of Travel and Tourism Marketing*, 7(1): 65-84.

Urry, J. (2002) *The Tourist Gaze*. 2nd edition. London: Sage Publications (please read chapter 5 – “Cultural Changes and the Restructuring of Tourism”). **Pay particular attention to the section of chapter 5 that addresses the post-tourist.**

Week #4 – Travel, Identity and the Collection of Experiences

Desforges, Luke (1998) “Checking Out the Planet: Global Representations/Local Identities and Youth Travel.” In *Cool Places: Geographies of Youth Cultures*, edited by T. Skelton and G. Valentine. New York and London, pp. 175-192.

Desforges, Luke (2000) “Travelling the World: Identity and Travel Biography.” *Annals of Tourism Research* 27 (4), pp. 926-945.

*I will distribute some short articles in class about international visitors to New Zealand and the interactive traveller.

Week #5 – Responsible Tourism and Consumption

Butcher, J. (2003) *The Moralization of Tourism: Sun, Sand...and Saving the World?* London: Routledge (please read chapter 1 – “Mass Tourism and the New Moral Tourist”).

Mowforth, M. & I. Munt (2003) *Tourism and Sustainability: New Tourism in the Third World*. 2nd edition. London: Routledge (please read chapter 5 – “A New Class of Tourists: Trendies on the Trail”).

Wearing, S. (2002) “Re-centring the Self in Volunteer Tourism.” *The Tourist as a Metaphor for the Social World*, edited by G. Dann. Oxford: CABI Publishing, pp. 237-262.

Week #6

TOUR 403 Student Presentations
Consumer Perspectives in Tourism: “Ideas for Consumption”

MID-TRIMESTER BREAK

Details about the second half of this course will be discussed after the mid-trimester break.

Week #7 – Recreation or the Search for the Profound? Travel as “Pilgrimage”

Week #8 – Does Patriarchy Take a Holiday? Gender Issues in Tourism

Week #9 – “What Did You Get Up to On Holiday?” Perspectives on Tourist Behaviour

Week #10 – Risks: Avoiding Them or Seeking Them Out? The Construct of Risk in Travel

Week #11 – How Do You Deal With a Global Market of 1.6 Billion Consumers?
Market Segmentation for Tourism

Week #12 – Part I: How Do We Attract Consumers of Tourism Products? A Brief Look
at Marketing
Part II: Poster Presentations: “Tourist Consumption in Action”

ASSESSMENT

There are two items of assessment for this course:

assessment #1 (40% essay + 10% oral presentation) : **Oral presentation: Thursday, August 11th**

Essay due date: Monday, August 15th

assessment #2 (50% poster presentation) : **Due date: Thursday, October 6th**

For **assessment #1**, please write an essay that addresses one of these five questions.

1. Why should researchers study tourism consumption? How can the study of tourism consumption assist different stakeholders in the tourism industry? What concepts, issues and problems still need to be addressed by researchers who study tourism consumption?
2. To what extent does the concept of postmodernism enhance our efforts to study tourism consumption? Does postmodernism provide a fresh and novel way to understand tourism consumption and tourist behaviour or does it merely make the study of tourism unnecessarily complex? Do not hesitate to be skeptical or critical of postmodernism in your essay.
3. How do tourists use travel to shape their identities? How do tourists obtain social status from travel? Is it important that tourism researchers and/or marketers understand the way in which travel shapes identity and enables individuals to obtain social status? Why?
4. Do tourists simply seek social status and “cultural capital” when they take a holiday or can tourists make important and valuable contributions to host communities at a destination?
5. You are welcome to develop your own essay question in consultation with the course coordinator. For example, you may wish to examine the behaviour or consumption practices of certain tourists/tourist types (backpackers, wine tourists, disabled travellers, senior citizens, business travellers, tourists from a particular country...)

Your oral presentation for **assessment #1** will be based on your essay. The oral presentations are scheduled for Thursday, August 11th. Your oral presentation should be around 20-25 minutes in duration.

The due date for the first essay is Monday, August 15th. Your essay should not exceed 4,000 words.

Assessment #2 will take the format of a poster presentation, which will challenge you to think, and present your work in a less conventional and more creative way. Your poster presentation should be based on theory discussed in weeks 7 to 11 of the course and related to primary qualitative research that you will have to carry out. The research should be conducted with a convenience sample of 10 interviewees and explore the topic of your choice in greater depth.

More detailed information about **assessment #2**, and poster presentations in general, will be provided in the first class after the mid-trimester break (week 7). The date of the poster presentations will be Thursday, October 6th (the last class). This date is also the due date for submitting your poster.

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 seven days after the due date. Students who do not submit an assignment before the seven 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 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 certificates must also indicate the duration of the illness. Please take note: workload pressures and computer problems are not a case for extension.

Please submit late assignments to the course coordinator or to Linda Walker (Rutherford House, Room 927, telephone: 463-5720). Her office hours are 9am to 3:30pm (Monday to Friday).

MANDATORY COURSE REQUIREMENTS (Terms)

To fulfill the mandatory course requirements for this course you must submit all assignments by the specified due dates. Late assignments are to be submitted to the course coordinator or to
Linda Walker (Room 927, Rutherford House).

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