



Victoria Management School

TOUR 101
INTRODUCTION TO TOURISM

Trimester 1 2006

COURSE OUTLINE

COURSE CO-ORDINATORS

Professor Doug Pearce

Room: RH 921, Rutherford House
Phone: 463 5715
Email: douglas.pearce@vuw.ac.nz

Dr Adam Weaver

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

Website: www.vuw.ac.nz/vms

COURSE LECTURER

Dr Laurel Reid

Room: RH 915, Rutherford House
Phone: 463 5717
Email: laurel.reid@vuw.ac.nz

TUTORIAL CO-ORDINATOR

Heike Schänzel

(only until March 17th)

Room: RH 120, Rutherford House
Phone: 463 6910
Email: heike.schaenzel@vuw.ac.nz

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

Please phone or email in advance for an appointment.

Kelburn drop-in hours: Fri 1-2pm
(10 March and 17 March only)
Easterfield Faculty Office (EA005)

Class Times and Room Numbers

Lectures

Tuesday & Friday 2:10 to 3pm in MC LT102

Tutorial Timetable

Students will select their tutorial during the first week of class. 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 Mondays, Tuesdays, Wednesdays and Thursdays; please note that there are no tutorials in the first week of the term.

Mondays:	11 – 11:50am 12noon – 12:50pm
Tuesdays:	10 – 10:50am 11 – 11:50am
Wednesdays:	10 – 10:50am 11 – 11:50am
Thursdays:	3:10 – 4pm

Please Note: 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: 9th – 24th June 2006.

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, tutorials, written assignments and wider reading. **Lectures are held 2:10 - 3pm on Tuesdays and Fridays in MC LT102 (Maclaurin).** 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. 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 meet Mandatory Course Requirements. Exemption from tutorials will only be accepted with a medical certificate or in exceptional circumstances.

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.

WEEK	LECTURE TOPIC	LECTURE OUTLINE	TUTORIAL
1 28/2 3/3	Introduction A systematic approach	Introduction, what is tourism? – examples, structure, administration Origin-linkage-destination model	No tutorials this week
2 7/3 10/3	Origins 1 : tourism demand Origins 2 : tourist motivation	What is tourism demand? Why do tourists travel?	Introduction Set and discuss first essay Library assignment
3 14/3 17/3	Origins 3 : Determinants of demand Origins 4 : Patterns of demand	What factors influence tourism demand? Tourism demand: trends & future prospects	Tutorial on demand: discussion of Plog's model
4 21/3 24/3	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
5 28/3 31/3	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 Essay 1 due : 30 March (before noon)
6 4/4 7/4	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	Discuss second essay
MID-TERM BREAK			
7 25/4 28/4	ANZAC DAY (no class) Destinations 1 : introduction *return first essay and provide feedback	The supply side & destination development	NO TUTORIALS THIS WEEK
8 2/5 5/5	Destinations 2 : models of development Destinations 3 : transport	Fundamental models, frameworks & concepts Modes of transport: development & systems	Distribution channels – relating personal experience to theory
9 9/5 12/5	Destinations 4 : attractions Destinations 5 : accommodation	What constitutes an attraction? Structure and sectors	Tutorial on attractions
10 16/5 19/5	Destinations 6 : destination case study Destinations 7 : tourism & the state	Destination development in action Policy, promotion, infrastructure & data collection	Tutorial on tourism & the state Essay 2 due: 19 May (before noon)
11 23/5 26/5	Destinations 8 : the private sector Destinations 9 : the community	Private enterprise in the tourism industry Participation, consultation & involvement	Tutorial on the private sector and/or the community
12 30/5 2/6	Destinations 10 : the broader picture Overview	The interface of supply & demand Review course/Where to from here?	Return second essay, course review and exam preparation

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.

- Buhalis, D. and E. Laws, eds. (2001) Tourism Distribution Channels: Practices, Issues and Transformations. New York: Continuum.
- Collier, A. (2003) Principles of Tourism: A New Zealand Perspective. Auckland: Pearson Education.
- Cooper, C. *et al* (1998) Tourism: Principles and Practice. Harlow: Longman Scientific and Technical (2nd edition).
- Faulkner, B. *et al.*, eds. (2000) Tourism in the 21st Century: Lessons from Experience. New York: Continuum.
- Goeldner, C. and J.R. Brent Ritchie (2002) Tourism: Principles, Practices, Philosophies. New York: Wiley & Sons (9th edition).
- Hall, C.M. and G. Kearsley (2001) Tourism in New Zealand: An Introduction. Oxford: Oxford University Press.
- Hall, C.M. and S.J. Page (2001) The Geography of Tourism and Recreation. London: Routledge (2nd edition).
- Holloway, C. (2002) The Business of Tourism. London: Prentice Hall.
- Leiper, N. (1995) Tourism Management. Melbourne: RMIT Press.
- Page, S. *et al.* (2001) Tourism: A Modern Synthesis. London: Thomson Learning.
- Pearce, D.G. (1995) Tourism Today: A Geographical Analysis. Harlow: Longman Scientific and Technical (2nd edition).
- Pearce, P. *et al.* (1998) Tourism Bridges Across Continents. Sydney: McGraw-Hill.
- Weaver, D.B. and Lawton, L. (2002) Tourism Management. London: Wiley & Sons.
- Swarbrooke, J. (1999) Sustainable Tourism Management. Oxford: CABI.

Assessment

To pass the paper you must obtain an overall C grade or better, including at least 40% in the final examination.

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 meet the Mandatory Course Requirements and be eligible for credit for the course, you are required to complete all assessment exercises by the due date and attend at least 8 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 30 March 2006)

Either

- 1) From a global standpoint, what are the most important issues facing tourism today? Provide a rationale for your selection and outline possible ways of dealing with these issues.

Or...

- 2) Why study tourism? Why is there a need to learn about and understand tourism?

Essay 2 (due 12 noon Friday 19 May 2006)

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

- 3) What are the key factors responsible for the emergence of mass tourism? Based on your analysis, what does the future hold for mass tourism?

- 4) What have been the key changes in patterns of international tourism since the 1950s? Why have these changes occurred?
- 5) What are the main strengths and weaknesses of tourism as a means of economic development? Please use examples to illustrate your answer.
- 6) Examine the evolution and current structure of various modes of travel to a particular country or region and discuss likely future changes.
- 7) Examine the role of different events and attractions as generators of tourist demand. Be sure to think about visitor volume, revenues generated, and impacts.
- 8) Explore the structure of the accommodation sector in New Zealand. Look at trends over the past 3 to 5 years in terms of such key factors as industry make-up, ownership, and employment. How might these trends develop in the next decade?
- 9) Examine the types and functions of the various tourism organizations in any one country. Examine how these organizations are structured and organized, and evaluate whether this approach works.
- 10) Evaluate the characteristics of employment in the tourism industry.

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.**

Students will prepare two copies of each essay and keep the second copy for their own reference. Students must also keep an electronic copy of their work.

Essays submitted by email will not be accepted.

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 6 March and 3 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 meet the Mandatory Course Requirements.

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 or the course co-ordinator (Adam Weaver). 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 (Monday-Friday).

Mandatory Course Requirements

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

1. Attend eight of the ten scheduled tutorial sessions.
2. Submit all assignments.
3. Obtain a grade of at least 40% on the final examination.

Notice of Failure to meet Mandatory Course Requirements will be posted on Blackboard or on the 2nd Floor Murphy Building notice board. Students will be expected to check both places for notification.

Other Information

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

Left over class handouts will be placed in the TOUR 101 ‘pigeonhole’ Level 2, Murphy Building.

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. To check for opening hours call the office on (04) 463 5376.

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 is available for 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.

Check with the Student Administration Office for opening times (04) 463 5376.

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 Coordinator, 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.

Manaaki Pihipihinga Maori and Pacific Mentoring programme (Faculties of Humanities and Social sciences and Commerce and Administration).

- **What:** Academic Mentoring for Maori and Pacific students studying at all levels in the above faculties. Weekly sessions for an hour with a mentor to go over assignments and any questions from tutorials or lectures. Registered students can use the faculty's study rooms and computer suite at any time at Kelburn and Pipitea.
- Mature student and Post grad network

If you would like to register as a mentor or mentee please contact the coordinator.

Where:

Melissa Dunlop
Programme Coordinator
Room 109 D
14 Kelburn Parade: back courtyard
Ph: (04) 463 6015
Email: Maori-Pacific-Mentoring@vuw.ac.nz

Please Note: A mentoring room will also be running at Pipitea Campus starting January. Please contact the Programme Coordinator for details.