

Victoria Management School

## **TOUR 345**

### **TOURIST BEHAVIOUR**

Trimester 1 2006

### **COURSE OUTLINE**

#### **COURSE COORDINATOR**

**Dr. Adam Weaver**

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

#### **COURSE TUTOR**

**Heike Schänzel**

Room: TBA (to be announced)  
Phone: TBA  
Email: heike.schaenzel@vuw.ac.nz  
Working hours: TBA

#### **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)

## CLASS TIME AND LOCATION

<b>Tuesday</b>	<b>11:30-12:20</b>	<b>RH LT2</b>
<b>Thursday</b>	<b>12:40-1:30</b>	<b>RH LT2</b>

## TUTORIAL TIMETABLE

<b>Tutorial No</b>	<b>Tutorial Time</b>	<b>Room</b>	<b>Dates</b>
1	Thur 1:40-2:30	RLWY414	Mar 9 – June 2
2	Thur 2:40-3.30	RLWY220	Mar 9 – June 2
3	Fri 10:30-11:20	RLWY414	Mar 9 – June 2
4	Fri 11:30-12:20	RLWY414	Mar 9 – June 2

## Tutorial Allocation

Tutorials will be on Thursday and Friday; 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 *Monday, March 6th*. If you have any problems or concerns about the tutorial schedule, please contact the course coordinator (Adam Weaver) 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 meet the Mandatory Course Requirements for the course. Exemptions from tutorials will only be granted with a medical certificate or in exceptional circumstances.

## Final Examination

The final examination will be during the trimester 1 examination period: 9<sup>th</sup> June – 24<sup>th</sup> June 2006.

## 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. A number of questions will be addressed. How do researchers study tourist behaviour? 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? Why is it important to identify different tourist types? The course will then examine different types of tourists and their behaviour. Why do certain types of tourists behave in certain ways? What factors, for example, shape the behaviour of backpackers, senior travellers, disabled tourists, wine 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: Approaches and Concepts (Part I)

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

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

### **Week #3**

Class #5 – Approaches to the Study of Tourist Motivation

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

Class #6 – Tourism: A Pathway to Freedom?

#### Week #4

Class #7 – Tourist Typologies: Examples and Applications

Swarbrooke, J. & S. Horner (2001) *Consumer Behaviour in Tourism*. Oxford: Butterworth-Heinemann (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 – Tourist Behaviour and Responsible Tourism (Part I)

Class #10 – Tourist Behaviour and Responsible Tourism (Part II)

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

#### Week #6

Class #11 – Tourists, Nationality 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 #12 – 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.

### Mid-Trimester Break

#### Week #7

Class #13 – **ANZAC DAY : No class**

Class #14 – Tourist Behaviour and Customer Satisfaction

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

## **Week #8**

Class #15 – Senior Citizens and Travel

Ruys, H. & 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 #16 – Travel, Accessibility, and Disability

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

## **Week #9**

Class #17 – Wine Tourists

Hall, C.M. *et al.* (2002) “Wine Tourism in New Zealand.” In *Wine Tourism Around the World*, edited by R. Mitchell *et al.* Oxford: Butterworth-Heinemann, pp. 150-174.

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 (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: Tourist Behaviour and Responsible Tourism

Week #6: Backpackers

Mid-Trimester Break

Week #7: Return Essay #1 and Discuss Essay #2

Week #8: Tourism and Accessibility

Week #9: Wine and Food Tourism

Week #10: Business Travellers

Week #11: Tourists and the Internet

Week #12: Return Essay #2 and Course Review

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 9<sup>th</sup> floor of Rutherford House.

## **COURSE TEXT**

There is no textbook for this course. Booklets that contain photocopied readings will be distributed in class. Please make an effort to read the contents of these 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*. 3<sup>rd</sup> edition. Oxford: Butterworth-Heinemann.

- Pearce, P. (2005) *Tourist Behaviour: Themes and Conceptual Schemes*. Clevedon: Channel View Publications.
- 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.
- Ryan, C. (2003) *Recreational Tourism: Demand and Impacts*. Clevedon: Channel View Publications.
- Shaw, G. and A. Williams (2002) *Critical Issues in Tourism: A Geographical Perspective*. 2<sup>nd</sup> edition. Oxford: Blackwell.
- 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.

You are also encouraged to consult scholarly journals. Recommended journals include *Annals of Tourism Research*, *Tourism Management*, *Journal of Travel Research*, *International Journal of Tourism Research*, *Journal of Sustainable Tourism*, *Tourism Recreation Research*, *Journal of Vacation Marketing*, and *Journal of Travel and Tourism Marketing*.

## ASSESSMENT

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

There are three items of assessment in this course: two essays (25% and 25%) and a final examination (50%).

Essay 1 (25%) – due April 6<sup>th</sup> (before noon).

Essay 2 (25%) – due May 18<sup>th</sup> (before noon).

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

The final examination (50%) will be during the trimester 1 examination period: 9<sup>th</sup> June – 24<sup>th</sup> June 2006.

### Options for Essay #1...

0. Why does tourist behaviour deserve to be studied? Who can benefit from the study of tourist behaviour?
1. How – and to whom – are tourist typologies useful? What are their benefits and drawbacks?
2. How can service providers and tourists promote the development of responsible tourism?
3. To what extent does nationality and culture affect tourist behaviour? How does tourist behaviour vary between different nationalities and cultures?
4. Write an essay about backpackers. What types of experiences do they seek? Are there different types of backpackers?

### Options for Essay #2...

5. How and why do service providers in the tourism industry measure customer satisfaction?
6. How can service providers in the tourism industry better serve senior citizens? What types of needs and preferences do senior travellers have?
7. What is the OE (overseas experience) and why has it become an important experience for many New Zealanders?
8. Do business travellers have needs and preferences that are different from those of pleasure travellers? What measures are taken by service providers in the tourism industry to attract business travellers?
9. 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 via Blackboard). **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.

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 e-mail or fax will not be accepted.**



## **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 after more than 7 days after the due date. Students who do not submit an assignment before the 7 days have elapsed will not meet Mandatory Course Requirements.

Extensions will only be granted under special circumstances. Students who wish to apply for an extension must contact the course coordinator several weeks 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.

Late assignments should be delivered to the course coordinator (Adam Weaver) or to Linda Walker (Rutherford House, Room 927). Linda’s 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 2<sup>nd</sup> Floor Murphy Building notice board. Students will be expected to check both places for notification.

## **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.

## **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](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).*

## 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](mailto: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/](http://www.vuw.ac.nz/st_services/) or email [student-services@vuw.ac.nz](mailto: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](mailto: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](mailto: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.