



Victoria Management School

TOURISM MANAGEMENT

TOUR 230

VISITOR MANAGEMENT

2006 Course Outline

COURSE 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
Office hours: 9:00 – 15:30
Email: Linda.Walker@vuw.ac.nz
Fax: 463 5180

TUTOR CO-ORDINATOR

Evelyn Inkster

Room: RH 120
Phone: 463 6910
Office hours: Thursdays 9:30 to 11:30 & Fridays 13:30 to 15:30
E-mail: Evelyn.Inkster@vuw.ac.nz

LECTURE TIME AND LOCATION

Monday & Thursday 14:40 - 15:30 RHLT2

TUTORIAL TIMETABLE

Thursdays at 12:40 to 13:30; 13:40 to 14:30 & 15:40 to 16:30

Fridays at 15:40 to 16:30

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 which is determined by, among other things, the extent to which the visitor's expectations have been met in each of five stages of the experience. External factors of the natural, cultural, economic and political environments affect the experience, thus the aim of visitor management is to investigate the ways in which visitors to, and in a destination are managed as a means of ensuring that their expectations are met.

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.

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 10 & 13	Intro: Admin; tutorials Visitor management and 100 level TOUR courses Continuity from 240 Expectations Visitor experience – factors influencing	No tutorial
2/1 2/2	July 17 & 20	Origin destination model Information and communication systems Organisations: supra-national, national, regional, local National destinations	The visitor experience
3/1 3/2	July 24 & 27	Regional and local destinations Urban destinations – pathways and nodes Heritage towns Case studies	The role of tourism organisations
4/1 4/2	July 31 & Aug 3	Attractions and interpretation Art galleries, museums Case studies	Introduction to practical exercise
5/1 5/2	Aug 7 & 10	Heritage buildings Transport terminals Case studies	Mental maps – pathways and nodes
6/1 6/2	Aug 14 & 17	Concept of risk and business sustainability Managing for risk Case studies –	The problem of heritage Follow-up practical exercise
MID TRIMESTER BREAK			
7/1 7/2	Sept 4 & 7	Managing visitors in the conservation estate Conservation, sustainability and the visitor experience Case studies	Practical exercise due The risk factor
8/1 8/2	Sept 11 & 14	World Heritage Sites Conservation and interpretation, The visitor experience	Conservation and the visitor experience
9/1 9/2	Sept 18 & 21	Open air events Street festivals and parades Case studies	Interpretation
10/1 10/2	Sept 25 & 28	People management 1 Interpretation and guided tours Case studies	Management and the visitor experience.
11/1 11/2	Oct 2 & 5	People management 2 Meetings management	Revision
12/1 12/2	Oct 9 & 12	Methods and tools for visitor management Revision and wrap up	

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
- Hoffman, L.M., et al., 2003, *Cities and Visitors*, Blackwell Publishing, Oxford
- 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
- Ryan, C. 2003, *Aspects of Tourism: Recreational Tourism*, Channel View Publications, Clevedon,
(Chapter 5 Tourist experience)
- 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
- Swarbrooke, J. 1996, *The Development and Management of Visitor Attractions*, Butterworth-
Heinemann
- Swinglehurst, E. (1982) *Cook's Tours*, Blandford Press, Poole
- Thomas, P. 1984, The Otago Goldfields Park, *Planning Quarterly* 76: 9 –11
Tourism Economics Vol 6. No 2. June 2000, Special Issue: Tourism Safety and Security
- 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

Wilks J. & Davis, R., 2000, Risk Management for scuba diving operators on Australia's Great Barrier Reef, *Tourism Management*, 21 (5) 591-599

ASSESSMENT:

Internal Assessment: 50%

Three items are used to assess the course:

Item 1.

Fieldwork exercise, value 15%

There is an increasing number of public art works in Wellington. Illustrating your findings with diagrams and photos describe the range of public art to be found in the city and critically appraise their signposting and interpretation.

- In conclusion explain how you think Wellington's public art contributes to the visitor experience of the city.

Limit: 1,500 words;

When: In fourth week of the trimester

Due by: THURSDAY 7th SEPTEMBER by 2pm

Item 2.

Essay, value 20%

National parks and other conservation areas are threatened by over-use; subsequently visitors to these areas need to be managed in order that their expectations are met. Outline the ways in which the contradictory requirements of conservation and public access can be achieved.

Reference should be made to named national parks:

Limit: 3,000 words

Due by: THURSDAY 21st SEPTEMBER by 2pm

Item 3.

Essay, value 15%

With reference to named examples discuss the problems of managing visitors to urban areas and suggest ways in which these problems are or may be solved.

Limit: 2000 words

Due by: THURSDAY 5th OCTOBER by 2pm

Final Examination: 50%

The objective of the examination is to assess your understanding of materials presented in the course as a whole.

The final examination will be during the trimester 2 examination period: 20th October to 11th November 2006.

EXPECTED WORKLOAD

Students can expect the workload, outside of class times, to be approximately 15 hours per week for each of the teaching weeks, plus 40 hours aggregated over other periods, for this course.

INDIVIDUAL AND GROUP WORK

Collaboration on individual assignments is not allowed beyond general discussion as to how one might interpret the nature of the assignment question. Please do not work together to formulate a response and do not loan out your completed assignments.

MANDATORY COURSE REQUIREMENTS

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

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

If your overall mark is 50 percent or above, but you do not meet one or more of the above mandatory course requirements, then a fail grade of 'K' will be awarded.

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 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, Evelyn Inkster (telephone: 463-6910, e-mail: evelyn.inkster@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.

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.

COMMUNICATION OF ADDITIONAL INFORMATION

Additional information, and information on changes, will be conveyed to students using the Blackboard system, and through announcements in lectures and tutorials. Also notices will be placed on the Tourism Management noticeboard on level M of Rutherford House and on Blackboard.

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

REFERENCING

There are many different styles of referencing and the Faculty of Commerce & Administration at VUW has decided to make APA (American Psychological Association) referencing style the common standard across the Faculty. The Commerce and Central Libraries hold the APA Style Guide. You can also access the information from the *2006 Tourism Courses Style Guide* and the online VUW library site (<http://www.vuw.ac.nz/library/resources/virtualref.shtml#style>).

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student and Academic Services Office

The Faculty's Student and Academic Services 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 Student and Academic Services Office on (04) 463 5376.

Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education 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.
- Forms for FCA Student and Academic Services (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar available in hard copy or under 'About Victoria' on the VUW home page at www.vuw.ac.nz.

Student 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 are to be taken if there is a complaint. For information about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor or refer to the statute on the VUW policy 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; class representatives may be able to help you in this. If you are not satisfied with the result of that meeting, see the Head of School or the relevant Associate Dean; VUWSA Education Coordinators are available to assist in 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 at 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. The University defines plagiarism as follows:

The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other student or staff.

It is still plagiarism even if you re-structure the material or present it in your own style or words.

Note: It is however, perfectly acceptable to include the work of others as long as that is acknowledged by appropriate referencing.

Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct and may be penalised severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- cancellation of your mark for an assessment or a fail grade for the course
- suspension from the course or the University.

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 Impairments

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities the same opportunity as 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, 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 (DSS) to discuss your individual needs and the available options and support on a confidential basis. DSS are located on Level 1, Robert Stout

Building, telephone (04) 463 6070, email disability@vuw.ac.nz. The name of your School's Disability Liaison Person is in the relevant prospectus or can be obtained from the School Office or DSS.

Student Support

Staff at Victoria want students to have positive learning experiences at the University. Each Faculty has a designated staff member who can either help you directly if your academic progress is causing you concern, or quickly put you in contact with someone who can. Assistance for specific groups is also available from the Kaiwawao Māori, Manaaki Pihipihinga or Victoria International.

In addition, the Student Services Group (email student-services@vuw.ac.nz) is available to provide a variety of support and services. Find out more at www.vuw.ac.nz/st_services/.

VUWSA employs 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 (tel. 04 463 6983 or 04 463 6984, email education@vuwsa.org.nz) is located on the ground floor, Student Union Building.

Manaaki Pihipihinga - Maori and Pacific Mentoring Programme (Faculty of Commerce and Administration)

This is a mentoring service for Maori and Pacific students studying at all levels. Weekly one hour sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade, and Room 210 and 211, Level 2, Railway West Wing. Sessions cover drafting and discussing assignments, essay writing, and any questions that may arise from tutorials and/or lectures. A computer suite networked to Cyber Commons is available for student use.

To register with Manaaki Pihipihinga, please contact one of the following:

Puawai Wereta
Room 210, Level 2
Railway West Wing
Tel. (04) 463 8997

Email: Puawai.Wereta@vuw.ac.nz

Fa'afai Seiuli
Room 109 B
14 Kelburn Parade
Tel. (04) 463 5842

Email: Faafoi.Seiuli@vuw.ac.nz