



Victoria Management School

TOUR 403

CONSUMER PERSPECTIVES IN TOURISM

Trimester 2 2006

COURSE OUTLINE

COURSE COORDINATOR

Dr. Adam Weaver

Room: RH 917, Rutherford House
Phone: 463 5375
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COURSE LECTURER

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
Fax: 463 5180
Office Hours: 9am to 3:30pm (Monday to Friday)

CLASS TIME AND LOCATION

Monday 2:40 – 5.30pm RWW 414

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 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.

EXPECTED WORKLOAD

Students can expect the workload, outside of class times, to be approximately 10 hours per week for each of the teaching weeks, plus 30 hours aggregated over other periods, for this course.

Students taking this course are expected to meet certain requirements. Students are expected to attend at least **10** out of **12** classes. Furthermore, students are expected to participate in class discussions. Important announcements regarding the course will be made during class. Assigned readings are to be completed **prior to class** so that relevant issues and concepts can be discussed. Each week, the instructor will provide questions in order to guide class discussions the following week.

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.

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 Tourism and Tourists

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.

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

Uriely, N. (2005) “The Tourist Experience: Conceptual Developments.” *Annals of Tourism Research* 32(1): 199-216.

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

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

Noy, C. (2004) “This Trip Really Changed Me: Backpackers’ Narratives of Self-Change.” *Annals of Tourism Research* 31(1): 78-102.

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

Week #5 – Responsible/Ethical 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”).

Weedon, C. (2005) “Ethical Tourism: Is its Future in Niche Tourism?” In *Niche Tourism: Contemporary Issues, Trends and Cases*, edited by M. Noveilli. Amsterdam: Elsevier, pp. 233-245.

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 search for the profound?* Travel as Pilgrimage

Week #8 – *Is there a patriarchal paradigm in holidaying?* Gender Issues in Tourism

Week #9 – “*What did you get up to on holiday?*” Perspectives on Tourist Behaviour

Week #10 – *Risks: Avoiding or embracing them?* The Construct of Risk in Travel

Week #11 – *How to deal with a global market of 1.6 billion consumers?*
Market segmentation for tourism

Week #12 – *How do we attract consumers of tourism products?* A Brief Look at Marketing

Followed by poster and essay presentations.

ASSESSMENT

There are two items of assessment for this course:

assessment #1 (40% essay + 10% oral presentation) :

- **Oral presentation: Monday, August 14th**
- **Essay due date: Monday, August 21st**

assessment #2

Either:

- poster presentation (40% poster + 10% oral presentation of poster),

or

- essay with presentation (40% essay + 10% oral presentation of essay)

Due date: Monday, October 9th

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 enhances social status? Why?
4. What is responsible/ethical tourism? What efforts can be made by service providers and consumers to promote the development of responsible/ethical tourism? Why are some commentators critical of responsible/ethical tourism? Do you concur with their views? Why or why not?
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 (female travellers, wine tourists, disabled travellers, senior citizens, tourists from a particular country...).

Your oral presentation for **assessment #1** will be based on your essay. Your oral presentation should be around 15-20 minutes in duration. Your essay should not exceed 4,000 words.

Assessment #2

The poster presentation will challenge you to think and present your work in a less conventional, more visual and creative way – an opportunity to obtain a new skill. Your poster presentation should be based on concepts discussed in weeks 7 to 10 of the course and include qualitative research findings that you will have to produce. The research should be conducted with a convenience sample of at least 10 interviewees and explore the topic of your choice in greater depth. The presentation of the poster should be around 10 minutes and provide a well rounded introduction to the poster.

The essay is the more conventional assessment and will similarly be dealing with any of the concepts discussed during week 7 to 10. The essay should be a well structured and developed piece of work of 3000 to 4000 words in length. The presentation should include visual aids and provide a comprehensive overview of the essay content and last about 20 minutes.

To give you the opportunity to examine a topic that you find particularly interesting in greater depth, you will develop the poster or essay question/topic yourself. You can approach any of the concepts discussed during week 7 and 10 from essentially any 'direction'; but your topic question needs to be refined in consultation with myself (Christian).

The due date for the poster and its presentation is the last class on 9 October

The due date for the essay and its presentation is the last class on 9 October

More detailed information about Assessment 2, and poster presentations in general will be provided in the first class after the break (week 7).

HANDING IN ASSIGNMENTS

Students must prepare two copies of each hand-in and keep the second copy for their own reference. Students must also keep an electronic copy of their work archived in case the original assignment goes missing. Failure to do so will jeopardise any claim by you that your work was submitted in the rare cases where your work goes astray.

Essays submitted by e-mail 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 more than seven days after the due date. Students who do not submit an assignment before the seven days have elapsed will not fulfill the mandatory course requirements.

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

To fulfill the mandatory course requirements for this course you must

- (1) submit all assignments by the specified due dates, and
- (2) students must attend **10** out of **12** classes.

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.

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