



Victoria Management School

TOUR 101 INTRODUCTION TO TOURISM

Trimester 1 2007

COURSE OUTLINE

COURSE CO-ORDINATORS

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TUTORIAL CO-ORDINATOR

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Please phone or email in advance for an appointment.

ADMINISTRATIVE ASSISTANT

Linda Walker

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Hours: 9am to 3:30pm daily

Class Times and Room Numbers

Lectures: Mondays and Thursday 12:00 to 12:50 pm in KKL 301

Tutorials: To be advised in the first week of lectures

Attendance at tutorials and active involvement in discussions are an important component of the course. If you do not attend at least 9 tutorials you will not pass the course. Exemptions from tutorials will only be accepted with a medical certificate or in exceptional circumstances.

Final Examination

This course has a three hour final examination. The examination period will be from 8th – 27th June 2007.

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.

Course Objectives

The course objectives are to provide you with 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.

Skills

In meeting these course objectives you will have the opportunity to obtain a variety of personal skills that are relevant to both tourism and non-tourism fields. Specifically, the course will assist you in developing the ability to:

1. Understand and discuss the complexity of tourism both as an industry and a field of study
2. think conceptually and systematically by exposing you to selected tourism concepts and models
3. identify and describe the roles of some public and private sector entities involved in the global and national tourism industry
4. consider tourism cases and examples in an analytical manner
5. improve your essay writing, communication, and time-management skills
6. collect, analyse and organise relevant tourism information from a variety of library and web-based sources

Programme

The course objectives are pursued by an integrated programme of lectures, tutorials, written assignments and wider reading. **Lectures are held 12:00 – 12:50 pm on Mondays and Thursdays in KKL301 (Kirk Lecture Theatre).** 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 complete terms. 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.

Expected Workload

Students can expect the workload to be approximately 12 hours per week (18 pt course), including both scheduled contact time (lectures, tutorials, workshops) and outside class.

Assessment

This course will be assessed as follows:

Essay 1	25%	12 noon, Wednesday 28 th March
Essay 2	25%	12 noon, Wednesday 9 th May
Exam	50%	8 th – 27 th June

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 gain terms and be eligible for credit for the course, you are required to complete all assessment exercises by the due date and attend at least 9 tutorials.**

WEEK	LECTURE TOPIC	LECTURE OUTLINE	TUTORIAL
1 26/2 1/3	Introduction A systematic approach	Introduction, what is tourism? – examples, structure, administration Origin-linkage-destination model	No tutorials this week
2 5/3 8/3	Guidance on succeeding in BTM 1 Origins 1: tourism demand	A valuable introduction to key library and web-based tourism resources What is tourism demand?	Introduction to TOUR101 tutorials & discussion of first essay
3 12/3 15/3	Origins 2: tourist motivation Origins 3: Determinants of demand	Why do tourists travel? What factors influence tourism demand?	Tutorial examining demand: Plog's model & feedback on library exercise
4 19/3 22/3	Origins 4: Classifying tourists and tourist behaviour Origins 5: Culture & markets	Different ways to classify tourist behaviour Culture and tourism demand	Tourism demand in the news
5 26/3	Linkages 1: models of tourist travel	Overview of key models	Tutorial on tourism models, their nature and use
Essay 1 due: Wednesday 28 March (12.00)			
29/3	Linkages 2: patterns of tourist travel	Examples of domestic and international tourist travel	
6 2/4 5/4	Linkages 3: distribution channels Linkages 4: NZ distribution channels	Intro to distribution channels from supplier's and consumer's perspective Multiple channels for New Zealand tourism	Discussion of second essay
6-22 April MID-TERM BREAK			
7 23/4 26/4	Guidance on succeeding in BTM 2 Destinations 1: introduction	Essay 1 return and guidance on how to improve assignment marks The supply side & destination development	Distribution channels – relating personal experience to theory
8 30/4 3/5	Destinations 2: models of development Destinations 3: transport	Fundamental models, frameworks & concepts Modes of transport: development & systems	Tutorial on transport
9 7/5	Destinations 4: attractions	What constitutes an attraction?	Tutorial on attractions
Essay 2 due: Wednesday 9 May (12.00)			
10/5	Destinations 5: accommodation	Structure and sectors	
10 14/5 17/5	Destinations 6: destination case study Destinations 7: tourism & the state	Destination development in action Policy, promotion, infrastructure & data collection	Tutorial on tourism & the state
11 21/5 24/5	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 28/5 31/5	Destinations 10 : the broader picture Overview and Review	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 course. However, to provide you with guidance on useful introductory readings, we have compiled this list of titles, distinguishing between books that deal with tourism in general and those that focus on specific aspects or perspectives of the subject. In addition to providing you with useful and broad background reading, they are handy alternatives for reading up on specific themes discussed in lectures and for writing the essays.

These titles provide a general introduction to tourism and the tourism industry:

Collier, A. (2003) Principles of Tourism: A New Zealand Perspective. Auckland: Pearson Education.

Cooper, C. Wanhill, S., Fletcher, J., Gilbert, D. and Fyall, F. (2004) Tourism: Principles and Practice. Harlow: Longman (3rd edition). or 2nd edition by Cooper *et al.* (1998).

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.

Holloway, C. (2002) The Business of Tourism. London: Prentice Hall.

Leiper, N. (1995) Tourism Management. Melbourne: RMIT Press.

Page, S. (2003) Tourism Management: Managing for Change. Oxford: Butterworth-Heinemann.

Page, S. and Connell, J. (2006) Tourism: A Modern Synthesis. London: Thomson Learning (2nd edition). or 1st edition by Page *et al.* (2001).

Pearce, P., Morrison, A.M. and Rutledge, J.L.(1998) Tourism Bridges Across Continents. Sydney: McGraw-Hill.

Weaver, D.B. and Lawton, L. (2002) Tourism Management. London: Wiley & Sons (2nd edition). or 1st edition by Weaver and Oppermann (2000).

The following titles are focused on specific aspects of, or perspectives on tourism:

Buhalis, D. and E. Laws, eds. (2001) Tourism Distribution Channels: Practices, Issues and Transformations. New York: Continuum.

Hall, C.M. and S.J. Page (2006) The Geography of Tourism and Recreation. London: Routledge (3rd edition). or 2nd edition by Hall and Page (2001).

Faulkner, B., Moscardo, G, and Laws, E. eds. (2000) Tourism in the 21st Century: Lessons from Experience. New York: Continuum.

Pearce, D.G. (1995) Tourism Today: A Geographical Analysis. Harlow: Longman (2nd edition).

Swarbrooke, J. (1999) Sustainable Tourism Management. Oxford: CABI.

Essays

Objectives

- 1) To provide 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 Wednesday 28 March 2007):

Either

1. Identify and discuss some basic approaches to the study of tourism. How are these approaches similar and/or different to the origin-linkage-destination model approach?

or...

2. Outline the nature and significance of tourism in one country of the Pacific Rim. Furthermore, discuss the most important issues facing tourism in this country today. Support your essay with evidence and rationale.

Essay 2 (due 12 noon Wednesday 9 May 2007):

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

1. What motivates people to travel? Use relevant theories and examples to enhance your answer.
2. What factors are responsible for the rapid development of tourism since the early 1950s? You are welcome to conclude your essay by looking to the future and suggesting key features of tourism in 2050. Support your answer with evidence and examples throughout.
3. 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?
4. Examine the types and functions of various tourism organizations in a specific country. Consider how these organizations are structured and organized, and critically evaluate whether this approach works.

Essays must be **between 2000 and 2500 words long**, fully referenced and include, where appropriate, maps, graphs and tables. Credit will be given for evidence of wide reading and the ability to develop, structure and present material, ideas and arguments clearly and effectively. Assignments must be submitted to the appropriate essay box on Level 2 of Murphy by noon on the due date.

Further guidance on essay topics, essay writing, and useful resources will be provided in the lectures and tutorials of weeks 2 (5-9 March) and 6 (2-6 April). Additionally, information about the assignments will be made available on Blackboard and you are invited to raise any queries during any of the tutorials. For detailed guidance on referencing and essay format please consult the *Tourism Management Style Guide*.

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 it. On completion, read through your essay carefully before submission to ensure:
 - a. it is free of typographical and grammatical errors,
 - b. that the references are complete,
 - c. that tables and figures are named, sourced and linked into the text.
- 4) Organize your time for each of these tasks - very few people are able to write good essays in one night

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.

Further help on essay writing and planning: Student Learning Support Services is an excellent source of support for study skills. See their website for self-help resources and their programme of workshops: http://www.vuw.ac.nz/st_services/slss

Penalties

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 7 days after the due date. Students who do not submit an assignment within the 7 days, 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. 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 course you must:

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

Students who fail to satisfy the mandatory course requirements for this course but who obtain 50% or more overall, will be awarded a “K” fail grade. Standard fail grades (D or E) will be awarded when the student’s overall course mark falls below the minimum pass mark, whether or not the mandatory course requirements have been satisfied.

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.

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 *2007 Tourism Courses Style Guide* and the online VUW library site (<http://www.vuw.ac.nz/library/resources/virtualref.shtml#style>).

Communication

Information on course-related matters will be announced at class and posted on the Blackboard website at <http://blackboard.vuw.ac.nz/>. It will be crucial for you to regularly check Blackboard for messages, announcements and materials.

Copies of material handed out in lectures will be made available in the Pigeon Holes on level two of the Murphy Building.

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.

Email Contact

Students wishing to contact staff by email should adhere to the following instructions:
Include the **Course Code**, your **Name**, your **Student ID** and the **Topic** in the subject area of the email, eg
TOUR101_Smith_Pauline_3000223344_Ass1 Query

All students must use their VUW SCS email account and ID. Otherwise, email will be classified as Spam and will be dumped without being read. All emails with attachments will be dumped, unless requested by staff.

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 or go to www.vuw.ac.nz/policy.

For information on the following topics, go to the Faculty's website www.vuw.ac.nz/fca under Important Information for Students:

- Academic Grievances
- Academic Integrity and Plagiarism
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support

Manaaki Pihipihinga Programme

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email manaaki-pihipihinga-programme@vuw.ac.nz or phone (04) 463 5233 ext. 8977. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.