



Victoria Management School

TOUR 401 RECENT ADVANCES IN TOURISM

Trimester 1 2007

COURSE OUTLINE

COURSE COORDINATOR

Professor Doug Pearce

Room: RH 921, Rutherford House
Phone: 463 5715
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ADMINISTRATION ASSISTANT

Linda Walker
Room RH 927, Rutherford House
Phone: 463 5720
Email: Linda.Walker@vuw.ac.nz

CLASS TIME AND LOCATION

Monday	9:30 – 12.20pm	RWW 127
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COURSE OBJECTIVES

This course seeks to foster a critical appreciation of the tourism literature and to expose students to recent advances in tourism research. As such, TOUR 401, with TOUR 402, underpins other 400 tourism courses, the dissertation (TOUR 410) and the MTM thesis.

The first part of the course aims to develop a more critical appreciation of tourism research by focused readings, critiques of selected concepts and seminars stressing frameworks and a more systematic approach to study and research in this field. The second part of the course concentrates on recent advances in selected areas of tourism research and the emergence of new themes.

SKILLS

By participating fully and actively in this course you will develop your ability to:

- 1) think critically, conceptually and systematically about contemporary tourism issues;
- 2) access, synthesize and critique information and ideas relating to recent advances in tourism;
- 3) communicate your own ideas concisely, cogently and effectively; and
- 4) engage in constructive debate and discussion about a wide range of tourism matters.

ASSESSMENT

The three pieces of assessment are designed to evaluate your understanding of key ideas from throughout the course and to assess the skills obtained from it. To pass you must complete the assignments on time and to an appropriate standard (at least a C) and participate actively in class.

Essay

The aim of the essay is to expose you to the broader tourism literature and to current debate on tourism research. Topic:

“Current themes in tourism research: a systematic review of the papers that appear in any recent volume of one of the following journals:

Annals of Tourism Research
Journal of Travel Research
Tourism Management.”

In conducting the review you should address the following points:

- 1) What themes are being dealt with and why are they being addressed?
- 2) What is the focus of these studies (e.g. the firm, the tourist, the destination, the market...)?
- 3) What new findings emerge from this research and what are the implications of these?

Your essay should not exceed 3000 words and be fully referenced. Credit will be given for structure, argument and informed interpretation. While the assessment will be based on the written essay, you should also be prepared to present and debate your findings in class. A template for making a short presentation will be provided beforehand.

Due date: **Monday 2 April**, 9.30 am.

Assessment: **40%** of final grade.

Seminar

Preparation of your seminar paper provides you with the opportunity to explore and to assess critically a current theme of your choosing on either of the following topics:

- a) Discuss the contribution that research in the last five years has made to addressing any major tourism management issue. Identify the advances that have been made and examine the management implications of these.
- b) Identify a significant emerging theme in tourism research, outline the factors underlying its emergence and discuss the issues that are being raised and the ways in which these are being addressed.

Reading for the essay may provide some ideas for themes or issues to be examined; others may come from previous course work or courses to be taken later in the year. Your seminar paper should not exceed 4000 words and be fully referenced. Credit will be given for structure, breadth of reading and depth of interpretation. The presentation should take approximately 25 minutes with 15 minutes given over to discussion.

Assessment: **50%** of the final grade.

Presentations are scheduled for the period 14- 28 May; dates will be confirmed once student numbers and topics are known. The written paper is due the week after it is presented.

Class participation

Your full and active participation is essential to get the most out of this course.

Assessment: **10%** of the final grade

This will cover your preparation for each class (particularly the set readings) and contribution to class discussions and debate. You are expected to attend all classes.

Readings

The emphasis at this level is on a critical use of the literature, especially journals. Selected references and readings will be given throughout the course but students are expected to use their own initiative for the assignments.

WEEK	401 Programme
1 26 February	Introduction <ul style="list-style-type: none"> - expectations of Honours and Masters; - developing a critical systematic approach to tourism (Dann, Nash and Pearce); - set and discuss essay.
2 5 March	Reviewing the literature <ul style="list-style-type: none"> - discussion of articles by Faulkner, McKercher & Lew, and D. Pearce - set reading of Smith/Plog debate
3 12 March	Critiquing tourism models <ul style="list-style-type: none"> - a structured critique of the models of Butler's life cycle model - discussion of Smith/Plog debate
4 19 March	Advances in urban tourism <ul style="list-style-type: none"> - developing an integrated framework for urban tourism - capital city tourism
5 26 March	Guest seminar: Dr Krassimira Paskaleva-Shapira, Karlsruhe Research Center: Urban cultural tourism: innovative governing for sustainability
6 2 April	Current themes in tourism research <ul style="list-style-type: none"> - essay due, discussion of major themes - set and discuss seminars
	MID-SEMESTER BREAK
7 23 April	Advances in tourism distribution channels research 1
8 30 April	Advances in tourism distribution channels research 2
9 7 May	Guest seminar
10 14 May	Seminar presentations
11 21 May	Seminar presentations
12 28 May	Seminar presentations & overview

Expected Workload

Students can expect the workload to be approximately 10hrs per week (15pt course), including both scheduled contact time (lectures, tutorials, workshops) and outside class.

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 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 with dates provided.**

Please take note: workload pressures and computer problems are **NOT** a case for extension.

Late assignments should be delivered to the course coordinator, Doug Pearce or to Linda Walker (Rutherford House, Room 927). Linda’s office hours are from 9 to 3:30 (Monday-Friday).

Mandatory Course Requirements

To pass the course, all assessments must be completed on time with an overall passing grade.

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 outside RH 927.

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
TOUR401_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.