



## **Victoria Management School**

### **TOUR 230 VISITOR MANGEMENT**

**Trimester 2 2007**

### **COURSE OUTLINE**

#### **COURSE COORDINATOR**

**Bob Garnham**

Room: RH 926, Rutherford House  
Phone: 463 5726  
Email: [Bob.Garnham@vuw.ac.nz](mailto:Bob.Garnham@vuw.ac.nz)

#### **TUTORIAL CO-ORDINATOR**

**Lucy Beer**

Room: RH 120  
Phone: 463 6910  
Office hours: Mon, Tue, Thu, Fri. 09:30-12:30  
E-mail: [lucy.beer@vuw.ac.nz](mailto:lucy.beer@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](mailto:Linda.Walker@vuw.ac.nz)  
Fax: 463 5180

## **LECTURE TIME AND LOCATION**

Tuesday & Friday 10.30-11:30 in GBLT2

## **TUTORIAL TIMETABLE**

**Tuesday:** 11:30-12:30; 12:40-1:30; 1:40-2:30 in GB G07

**Friday:** 11:30-12:30; 12:40-1:30; in RH G03

## **EXAMINATION PERIOD**

This course has a three hour final examination. The examination period will be from 19<sup>th</sup> October – 10<sup>th</sup> November 2007.

## **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 key objectives of this course are to provide**

- An understanding of the concept and importance of the visitor experience
- An understanding of the planning process and its importance to visitor management
- An understanding of the importance of managing visitors
- An understanding of the importance of appropriate interpretation to the visitor experience

## **SKILLS**

### **Personal skills**

In meeting these objectives, this course will prepare students for a professional career in tourism management by providing them with the opportunity to:

- Identify key visitor management issues
- Manage the visitor experience
- Apply broad theoretical visitor management issues to specific tourism environments
- Critically analyse and evaluate relevant and current visitor management issues

## COURSE CONTENT

### TOUR 230

#### Lecture and tutorial timetable

Week	Date	Lecture	Tutorial	Readings
1/1 1/2	July 10 & 13	Intro: Admin; tutorials Visitor management and 100 level TOUR courses Continuity from 240 Origin destination model Information and communication systems Visitor experience – a unifying concept	No tutorial	Shackley p8. Ryan 2002 Leiper 1990/1995 Page et al Chap 25 Timothy et al 156 et seq
2/1 2/2	July 17 & 20	Organisations: supra-national, national and regional DMOs National destinations; case studies Regional and local destinations	The role of tourism organisations. The visitor experience	Pearce 1995, Introductory chapters Pearce 1996
3/1 3/2	July 24 & 27	Urban destinations Wellington, Stratford, Nottingham	Mental maps – pathways and nodes	Orbasli, Hoffman et al.,
4/1 4/2	July 31 & Aug 3	Transport and transport terminals Accommodation and hospitality industries	Management - Interpretation - Experience	Swarbrooke Chap 1; Chapter 3 pp 38-44
5/1 5/2	Aug 7 & 10	Attractions and interpretation Heritage buildings Art galleries, Museums	Heritage towns – case studies	Leask, Shackley, Chap 1;
6/1 6/2	Aug 14 & 17	World Heritage Sites – Dr Karen Smith Conservation and interpretation, The visitor experience	The problem of heritage	Shackley, Chapters 6 & 7
<b>Mid Trimester Break</b>				
7/1 7/2	Sept 4 & 7	Conservation, sustainability and the visitor experience John Barrett (4 <sup>th</sup> )  Managing visitors in the conservation estate National park case studies	Interpretation	DoC Visitor Strategy. Abel Tasman National Park. Shackley, Chap 8; Sibley
8/1 8/2	Sept 11 & 14	Concept of risk and business; sustainability; Managing for risk – Dr Karen Smith	Conservation and the visitor experience	Priest et al., Sonmez et al., Priest et al., Wilks et al.,
9/1 9/2	Sept 18 & 21	Open air events – sports, concerts Street festivals and parades – Trevithick, Cuba Carnival Case studies	The risk factor	Handout
10/1 10/2	Sept 25 & 28	People management 1 Interpretation Case studies –	Management and the visitor experience.	Iglesias Chadee et al., Thomas
11/1 11/2	Oct 2 & 5	People management 2 Guided tours Meetings management	Revision	Ladany Weiler et al., Handout
12/1 12/2	Oct 9 & 12	Methods and tools for visitor management Revision and wrap up		Bosselman et al., Chapter 3

## EXPECTED WORKLOAD

Students can expect the workload to be approximately 15 hours per week (22 pt course), including both scheduled contact time (lectures, tutorials, workshops) and outside class.

## TEXTS AND READINGS

There is no set text for this course but the following references are recommended:

- Abel Tasman National Park, Draft Management Plan*, 2006, [www.doc.govt.nz](http://www.doc.govt.nz)
- 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
- Hoffman, L. M., et al., 2003, *Cities and Visitors*, Blackwell Publishing, Oxford
- Iglesias, M., & Guillen, M. 2004, Perceived quality and price: their impact on the satisfaction of restaurant customers, *International Journal of Contemporary Hospitality Management*; 16 (6) 373-379  
<<access through ABI/INFORM>>
- 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. 1990, Tourist Attraction Systems, *Annals of Tourism Research* 17 (3) 367 – 384 (on line)
- 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
- Pearce, D. G. 1995, *Tourist Organisations*, Longman, Harlow
- Pearce, D. G. 1996, Tourist organisations in Sweden, *Tourism Management*, 17 (6) 413-424
- 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, (ed)., 2002, *Tourist experience*, Continuum, London <<G155 A1 T727 EX >>
- 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.
- 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
- Timothy, D., & Boyd, S., 2003, *Heritage Tourism*, Prentice Hall, Harlow
- Tourism Economics* Vol 6. No 2. June 2000, Special Issue: Tourism Safety and Security
- Visitor Strategy*, [www.doc.govt.nz](http://www.doc.govt.nz)
- 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 21<sup>st</sup> 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

Assessment 1	Essay	15%	Due: 10:30am on Friday 3 <sup>rd</sup> August
Assessment 2	Essay	20%	Due: 2pm on Friday 14 <sup>th</sup> September
Assessment 3	Essay	15%	Due: 2pm on Friday 28 <sup>th</sup> September
Assessment 4	Examination	50%	Date and Time to be advised

### Assessment 1.

**Essay**, value 15%

With reference to examples outline the roles of government and non governmental organisations in visitor management.

**Limit:** 2000 words.

**Due by: FRIDAY 3<sup>rd</sup> AUGUST by 10:30am**

### Assessment 2.

**Essay**, value 20%

With reference to a range of examples discuss the relationship between visitor management, interpretation and the visitor experience.

**Limit:** 3,000 words

**Due by: 14<sup>th</sup> SEPTEMBER by 2pm**

### Assessment 3.

**Essay**, value 15%

Read “The Visitor Journey: the new road to success.”

a. Discuss the merits of the proposal in terms of the overall visitor experience.

b. With reference to visitors to (a) New Zealand and (b) a regional or urban destination identify the difficulties of instituting such a scheme. Suggest how these difficulties might be overcome.

**Limit:** 2000 words.

**Due by: FRIDAY 28<sup>th</sup> SEPTEMBER by 2pm**

### Assessment 4.

**Final Examination: 50%**

This course has a three hour final examination. The examination period will be from 19<sup>th</sup> October – 10<sup>th</sup> November 2007.

## TUTORIALS

Tutorial signup will happen in the first week of lectures. Tutorials begin in week 2 of the course (week commencing 16<sup>th</sup> July 2007). Students are required to attend 1 tutorial a week for 10 weeks. Attendance at tutorials and active involvement in discussions are an important component of the paper. If you do not attend at least 8 tutorials you will not pass the course. Exemptions from tutorials will only be accepted with a medical certificate or in exceptional circumstances.

## 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 7 days after the due date. Students who do not submit an assignment before the 7 days have elapsed 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, Lucy Beer (telephone: 4636910, e-mail: [lucy.beer@vuw.ac.nz](mailto:lucy.beer@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.

## **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,
2. Submit all assignments within 7 days of the due date, 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 9<sup>th</sup> and Mezzanine Floors, Rutherford House notice boards. Students will be expected to check both places for notification.

## **ADDITIONAL INFORMATION/ 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.

Notices for this paper will be posted 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.

## **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: TOUR 230\_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.

## **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>).

## **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](http://www.vuw.ac.nz/policy).

For information on the following topics, go to the Faculty's website [www.vuw.ac.nz/fca](http://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](mailto: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](mailto:pacific-support-coord@vuw.ac.nz) or phone (04) 463 5842.