

Victoria Management School

## **TOUR 345**

### **TOURIST BEHAVIOUR**

Trimester 2 2007

### **COURSE OUTLINE**

#### **COURSE COORDINATOR**

##### **Dr. Adam Weaver**

Room: RH 917, Rutherford House  
Phone: 463 5375  
Email: [adam.weaver@vuw.ac.nz](mailto:adam.weaver@vuw.ac.nz)

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

##### **Lucy Beer**

Room RH 120, Rutherford House  
Phone: 463 6910  
Email: [lucy.beer@vuw.ac.nz](mailto:lucy.beer@vuw.ac.nz)  
Office Hours: 9:30 to 12:30pm (Mon, Tues, Thurs, Fri)

#### **ADMINISTRATIVE ASSISTANT**

##### **Linda Walker**

Room RH 927, Rutherford House  
Phone: 463 5720  
Email: [linda.walker@vuw.ac.nz](mailto:linda.walker@vuw.ac.nz)  
Office Hours: 9.00am – 3.30pm (Monday to Friday)

## CLASS TIME AND LOCATION

<b>Monday</b>	<b>5:40pm-6:30pm</b>	<b>GB LT3</b>
<b>Thursday</b>	<b>5:40pm-6:30pm</b>	<b>GB LT3</b>

## TUTORIAL TIMETABLE

<b>Tutorial No</b>	<b>Tutorial Time</b>	<b>Room</b>	<b>Dates</b>
1	Mon 4:40pm-5:30pm	RH G01	July 16 – Oct 8
2	Thur 3:40pm-4:30pm	RH G03	July 19 – Oct 11
3	Thur 4:40pm-5:30pm	RH G03	July 19 – Oct 11

### Tutorial Allocation

Tutorials will be on Monday and Thursday. There are no tutorials during the first week of the trimester. Please attend the tutorial for which you sign up.

Students will have the opportunity to select a tutorial time during the first week of class. Each tutorial group will have no more than 15 students. Tutorial lists will be posted on the Tourism Management notice board in Rutherford House (Mezzanine Level) on *Thursday, July 12th*. If you have any problems or concerns about the tutorial schedule, please contact the course coordinator (Adam Weaver) or the tutorial co-ordinator (Lucy Beer). Tutorial attendance and active involvement in discussions are an important component of the course. If you attend fewer than 8 tutorials, you will not gain terms for the course. Exemptions from tutorials will only be granted with a medical certificate or in exceptional circumstances.

## FINAL EXAMINATION

The final three hour examination will be during the trimester 2 examination period: 19<sup>th</sup> October – 10<sup>th</sup> November 2007. You must obtain a grade of at least 40% on the final examination to pass the course.

## COURSE OBJECTIVES

This course is designed to explore the behaviour of tourists both within New Zealand and overseas. TOUR 345 has a demand-side focus and will help students...

- become familiar with research that addresses tourist behaviour
- appreciate different approaches to the study of tourist behaviour
- make connections between theory and practice in the study of tourist behaviour
- realize that tourism demand continues to evolve, and that this evolutionary process should be understood by tourism researchers, marketers, policy makers, and other stakeholders within the tourism industry
- further develop generic research, communication, and critical thinking skills

## SKILLS

This course will assist students in their efforts to:

- develop both a practical and critical understanding of tourist behaviour
- analyse, appraise, and synthesize concepts relevant to the study of tourist behaviour
- understand applications of tourist behaviour research
- refine research and written communication skills
- use a variety of library-hosted research databases (for example, Hospitality & Tourism Complete, Leisure Tourism, ProQuest, Expanded Academic ASAP, and Business Source Premier)
- exchange ideas with their peers on topics related to tourist behaviour with confidence

## **COURSE CONTENT**

This course examines tourist behaviour from both theoretical and practical perspectives. The study of tourist behaviour has utility for students who plan to have a career in the tourism sector. It is important that different stakeholders within the tourism industry (state institutions, business owners, tourism marketers, service employees, and even tourists) understand tourist behaviour and its ramifications. Research that explores tourist behaviour can be used to develop sound tourism policy and better tourism products.

The course will explore an array of themes and issues related to tourist behaviour. A number of questions will be addressed. How do researchers study tourist behaviour? Why do tourists travel? What inspires tourists to undertake certain types of travel? What variables influence the choices and decisions made by tourists? The course also reviews different ways to classify tourists. What sorts of typologies do researchers and marketers use to classify tourists? Why is it important to identify different tourist types? The course will then examine different types of tourists and their behaviour. Why do certain types of tourists behave in certain ways? What factors, for example, shape the behaviour of backpackers, senior travellers, disabled tourists, wine tourists or business travellers? It is hoped that students, once they complete the course, will appreciate the study of tourist behaviour and its importance to the tourism industry.

## **CLASS SCHEDULE**

### **Week #1**

Class #1 – Introduction: Course Structure, Expectations, and Evaluation

Class #2 – Tourist Behaviour: A Brief Overview

### **Week #2**

Class #3 – Tourist Behaviour: Approaches and Concepts (Part I)

Class #4 – Tourist Behaviour: Approaches and Concepts (Part II)

Swarbrooke, J. & S. Horner (2001) *Consumer Behaviour in Tourism*. Oxford: Butterworth-Heinemann (chapter 6).

### **Week #3**

Class #5 – Tourist Motivation

Ateljevic, I. (2000) 'Tourist Motivation, Values and Perceptions.' In *Consumer Psychology of Tourism, Hospitality and Leisure. Volume 1*, edited by A.G. Woodside *et al.* New York: CABI Publishing, pp. 193-209.

Swarbrooke, J. & S. Horner (2001) *Consumer Behaviour in Tourism*. Oxford: Butterworth-Heinemann (chapter 4).

Class #6 – Tourist Typologies: Examples and Applications

Swarbrooke, J. & S. Horner (2001) *Consumer Behaviour in Tourism*. Oxford: Butterworth-Heinemann (chapter 7).

### **Week #4**

Class #7 – The Interactive Traveller in New Zealand

\*I will distribute some short articles in class about the Interactive Traveller.

Richards, G. & J. Wilson (2006) 'Developing Creativity in Tourist Experiences: A Solution to the Serial Reproduction of Culture?' *Tourism Management* 27(6): 1209-1223.

## Class #8 – Backpackers

Newlands, K. (2004) 'Setting Out on the Road Less Travelled: A Study of Backpacker Travel in New Zealand.' In *The Global Nomad: Backpacker Travel in Theory and Practice*, edited by G. Richards & J. Wilson. Clevedon: Channel View Publications, pp. 217-236.

## **Week #5**

### Class #9 – Adventure Tourists

Kane, M. & H. Tucker (2004) 'Adventure Tourism: The Freedom to Play with Reality.' *Tourist Studies* 4(3): 217-234.

### Class #10 – Tourist Behaviour and Responsible Tourism

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

## **Week #6**

### Class #11 – Tourist Behaviour and Culture

Chen, P. & A. Pizam (2006) 'Cross-Cultural Tourism Marketing.' In *Tourism Management Dynamics: Trends, Management and Tools*, edited by D. Buhalis & C. Costa. Amsterdam: Elsevier, pp. 187-195.

Pizam, A. (1999) 'Cross-Cultural Tourist Behaviour.' In *Consumer Behaviour in Travel and Tourism*, edited by A. Pizam & Y. Mansfeld. New York: Haworth Hospitality Press, pp. 393-411.

### Class #12 – Tourism: Freedom...and Subtle Manipulation

Weaver, A. (2007) 'Product Placement and Tourism-Oriented Environments: An Exploratory Introduction.' *International Journal of Tourism Research* 9: 000-000

## **Mid-Trimester Break**

## **Week #7**

### Class #12 – Senior Citizens and Travel

Ruys, H. & S. Wei (2001) 'Senior Tourism.' In *Special Interest Tourism*, edited by N. Douglas, N. Douglas & R. Derrett. Sydney: John Wiley & Sons, pp. 407-429.

### Class #13 – Travel and Accessibility

Daniels, M., E. Drogin Rodgers & B. Wiggins (2005) "'Travel Tales": An Interpretive Analysis of Constraints and Negotiations to Pleasure Travel as Experienced by Persons with Physical Disabilities.' *Tourism Management* 26(6): 919-930.

## **Week #8**

### Class #14 – Wine Tourists

Hall, C.M. *et al.* (2002) 'Wine Tourism in New Zealand.' In *Wine Tourism Around the World*, edited by R. Mitchell *et al.* Oxford: Butterworth-Heinemann, pp. 150-174.

Class #15 – Tourist Behaviour and Food

Sparks, B. *et al.* (2003) 'Restaurants and the Tourist Market.' *International Journal of Contemporary Hospitality Management* 15(1): 6-13.

### **Week #9**

Class #16 – Business Travellers

Swarbrooke, J. & S. Horner (2001) *Business Travel and Tourism*. Oxford: Butterworth-Heinemann (chapter 3).

Class #17 – The Visiting Friends and Relatives (VFR) Market

Jackson, R.T. (2003) 'VFR Tourism: Is It Underestimated?' *The Journal of Tourism Studies* 14(1): 17-24.

### **Week #10**

Class #18 – Tourist Behaviour and Customer Satisfaction

Swarkbrooke, J. & S. Horner (2001) *Consumer Behaviour in Tourism*. Oxford: Butterworth-Heinemann (chapter 17).

Class #19 – Promotional Competitions, Vacation Prizes, and Consumer Behaviour

### **Week #11**

Class #21 – Tourist Behaviour and the Internet

Gianforte, G. (2003) 'The World at Our Fingertips – How Online Travel Companies Can Turn Clicks into Bookings.' *Journal of Vacation Marketing* 10(1): 79-86.

Class #22 – Tourist Behaviour and Corporate Surveillance

Areni, C. (2001) 'Is Big Brother Watching?' *Australian Journal of Hospitality Management* 8(2): 65-68

Weaver, A. (2007) 'When Tourists Become Data: Consumption, Surveillance, and Commerce.' *Current Issues in Tourism* 10: 000-000

### **Week #12**

Class #23 – Tourist Behaviour: Trends and Future Directions

Yeoman, I., C. Munro & U. McMahon-Beattie (2006) 'Tomorrow's: World, Consumer and Tourist.' *Journal of Vacation Marketing* 12(2): 174-190.

Yeoman, I. & U. McMahon-Beattie (2006) 'Tomorrow's Tourist and the Information Society.' *Journal of Vacation Marketing* 12(3): 269-291.

Class #24 – Course Review and Examination Preparation

## **TUTORIAL SCHEDULE**

Week #1: No Tutorial

Week #2: Discuss Essay #1

Week #3: Destination and Activity Choice

Week #4: The Interactive Traveller

Week #5: Tourist Behaviour and Responsible Tourism

Week #6: Tourist Behaviour and Culture

## Mid-Trimester Break

Week #7: Return Essay #1 and Discuss Essay #2

Week #8: Wine Tourists

Week #9: Business Travellers

Week #10: Tourist Behaviour and Customer Satisfaction

Week #11: Tourists and the Internet

Week #12: Return Essay #2 and Course Review

Left-over copies of materials distributed in class (for example, class handouts and tutorial assignments) will be made available in front of Room 927 on the 9<sup>th</sup> floor of Rutherford House.

## EXPECTED WORKLOAD

Students can expect the workload to be approximately 16 hours per week (24 pt course), including both scheduled contact time (lectures, tutorials, workshops) and outside class.

**Essays submitted by e-mail or fax will not be accepted.**

## COURSE WORK

All assignments should be handed into the TOUR 345 box located on the mezzanine floor, Rutherford House. Before submitting assignments refer to the *Tourism Management Style Guide*.

## ASSESSMENT

In TOUR 345, students will be assessed in ways that are meant to promote the development of certain skills (see p. 2). The two essays will provide students with an opportunity to engage with tourist behaviour research – and its applications – at an advanced level and to develop writing skills further. Students will be rewarded for producing work that is clearly written, well organized, analytical, and thought provoking. The final examination will assess students' cumulative understanding of concepts addressed in the course. Tutorial participation is an important component of TOUR 345; tutorials are a forum within which students can discuss, debate, and develop ideas relevant to the study and management of tourist behaviour.

There are three items of assessment in this course:

Assessment 1	Essay 1	25%	Due: <b>noon August 16<sup>th</sup></b>
Assessment 2	Essay 2	25%	Due: <b>noon September 27<sup>th</sup></b>
Assessment 3	Examination	50%	Date to be advised

Essays should be approximately **2,500** words in length.

### Options for Essay #1...

1. What is tourist motivation and why does it deserve to be studied? Who can benefit from the study of motivation?
2. How can service providers, policy makers, and tourists promote responsible tourist behaviour?
3. To what extent does culture affect tourist behaviour? Why should marketers and service providers try to understand cultural differences and similarities?
4. Who are backpackers? What types of experiences do they seek? Should New Zealand try to attract more backpackers? Why or why not?

## Options for Essay #2...

5. How can service providers in the tourism industry better serve senior citizens? What types of needs and preferences do senior travellers have?
6. What is the 'OE' (overseas experience) and why has it become an important experience for many New Zealanders?
7. Do business travellers have needs and preferences that are different from those of pleasure travellers? What measures are (or should be) taken by service providers to attract business travellers?
8. What factors may influence the behaviour of tourists in the future? Do you think that tourist behaviour in the future will be radically different from present-day tourist behaviour? Why or why not?

## FURTHER COMMENTS ABOUT THE ESSAYS

Prepare your essays with care and pride. Your essays should be polished and professional pieces of work. Essays for this course must be fully referenced. Further details on referencing and essay format are discussed in the *BTM Style Guide* (copies of this document can be obtained via Blackboard). **Credit will be given for evidence of wide reading and the ability to develop, structure and present material, ideas and arguments clearly and effectively.** Essays should be placed in the appropriate box in Rutherford House (Mezzanine Level) on or before the due date.

## COURSE TEXT

There is no textbook for this course. Booklets that contain photocopied readings will be distributed in class. Please make an effort to read the contents of these booklet. The readings will improve your ability to understand concepts addressed in the course.

There are a number of books that will be helpful to you as you prepare your essays...

- Brunt, P. (1997) *Market Research in Travel and Tourism*. Oxford: Butterworth-Heinemann.
- Dann, G., ed. (2002) *The Tourist as a Metaphor of the Social World*. Wallingford, UK: CABI Publishing.
- Decrop, A. (2006) *Vacation Decision-Making*. Wallingford, UK: CABI Publishing.
- Finn, M. et al. (2000) *Tourism and Leisure Research Methods*. Harlow: Longman.
- Hall, C.M. et al., eds. (2000) *Wine Tourism Around the World: Development, Management and Markets*. Oxford: Butterworth-Heinemann.
- Hudson, S., ed. (2003) *Sport and Adventure Tourism*. New York: Haworth Hospitality Press.
- March, R. & A. Woodside (2005) *Tourism Behaviour: Travellers' Decisions and Actions*. Wallingford, UK: CABI Publishing.
- Mazanec, J.A. et al., eds. (2001) *Consumer Psychology of Tourism, Hospitality and Leisure. Volume 2*. Wallingford, UK: CABI Publishing.
- Middleton, V. & J. Clarke (2003) *Marketing in Travel and Tourism*. 3<sup>rd</sup> edition. Oxford: Butterworth-Heinemann.
- Pearce, P. (2005) *Tourist Behaviour: Themes and Conceptual Schemes*. Clevedon: Channel View Publications.
- Pizam, A. & Mansfeld, Y., eds. (1999) *Consumer Behaviour in Travel and Tourism: Concepts and Analysis*. Oxford: Butterworth-Heinemann.
- Reisinger, Y. & Turner L. (2003) *Cross-Cultural Behaviour in Tourism: Concepts and Analysis*. Oxford: Butterworth-Heinemann.
- Richards, G. & J. Wilson, eds. (2004) *The Global Nomad: Backpacker Travel in Theory and Practice*. Clevedon: Channel View Publications.
- Ryan, C. (1995) *Researching Tourist Satisfaction*. London: Routledge.
- Ryan, C. (2003) *Recreational Tourism: Demand and Impacts*. Clevedon: Channel View Publications.

- Shaw, G. and A. Williams (2002) *Critical Issues in Tourism: A Geographical Perspective*. 2<sup>nd</sup> edition. Oxford: Blackwell.
- Swarbrooke, J. & S. Horner (2001) *Consumer Behaviour in Tourism*. Oxford: Butterworth-Heinemann.
- Swarbrooke, J. & S. Horner (2001) *Business Travel and Tourism*. Oxford: Butterworth-Heinemann.
- Swarbrooke, J. *et al.* (2003) *Adventure Tourism: The New Frontier*. Oxford: Butterworth-Heinemann.
- Veal, A.J. (1997) *Research Methods for Leisure and Tourism: A Practical Guide*. London: Financial Times Management.
- Weiermair, K. *et al.*, eds. (2004) *The Tourism and Leisure Industry: Shaping the Future*. New York: Haworth Hospitality Press.
- Williams, C. & J. Buswell (2003) *Service Quality in Leisure and Tourism*. Wallingford, UK: CABI Publishing.
- Woodside, A.G. *et al.*, eds. (2000) *Consumer Psychology of Tourism, Hospitality and Leisure. Volume 1*. Wallingford, UK: CABI Publishing.

These books can only be borrowed from the Commerce Library for a short period of time (either 3 days or 2 hours). You are also encouraged to consult recent issues of *Tourism News* (d G155 N5 N547). This periodical is available from the Central Library.

You are also encouraged to consult scholarly journals. Recommended journals include *Annals of Tourism Research*, *Tourism Management*, *Journal of Travel Research*, *International Journal of Tourism Research*, *Journal of Sustainable Tourism*, *Tourism Recreation Research*, *Journal of Vacation Marketing*, and *Journal of Travel and Tourism Marketing*.

## 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 after more than 7 days after the due date. Students who do not submit an assignment before the 7 days 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 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. **Please take note:** workload pressures and computer problems are **NOT** a case for extension.

Late assignments should be delivered to the course coordinator (Adam Weaver) or to Linda Walker (Rutherford House, Room 927). Linda’s 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 at least eight of the ten scheduled tutorial sessions,
1. Submit all assignments within 7 days of the due date, and
2. 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**

Additional information will be conveyed to students using the Blackboard system, and through announcements in lectures and tutorials. Copies of overheads used in class will be made available to students via Blackboard.

## **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.

## **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.