



Victoria Management School

TOUR 403

CONSUMER PERSPECTIVES IN TOURISM

Trimester 2 2007

COURSE OUTLINE

COURSE COORDINATOR

Dr. Adam Weaver

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COURSE LECTURER

Dr. Christian Schott

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ADMINISTRATIVE ASSISTANT

Linda Walker

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Phone: 463 5720
Email: linda.walker@vuw.ac.nz
Office Hours: 9am to 3:30pm (Monday to Friday)

CLASS TIME AND LOCATION

Tuesday

12:40pm – 3:30pm

RWW 314

COURSE OBJECTIVES

Once students have completed this course, they should...

- understand a number of different theoretical approaches to the study of consumer behaviour in tourism
- be able to discuss and critique research in this field
- understand relationships between concepts addressed in class and 'real world' issues
- be able to convey ideas clearly in conversation, written work, and oral presentations

SKILLS

This course will assist students in their efforts to:

- achieve a critical appreciation for research that explores the consumption of tourism
- develop their own perspectives with respect to the study of consumer behaviour in tourism
- improve their research skills so that they will be better prepared for the demands of work and/or graduate-level study
- make worthwhile connections between theoretical work that deals with consumer behaviour in tourism and policy/marketing practice
- communicate clearly and effectively with their peers in a professional and polished manner
- manage deadlines and their own independent projects

COURSE CONTENT

This course examines the consumption of 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, themes such as self-discovery, patriarchy, hedonism, risk, and market segmentation will be examined. 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

Workload expectations for a course will vary according to the points value of the course. One point typically requires approximately 10 hours of student work, including both scheduled contact time and individual study. TOUR 403 is worth 15 points. According to the university's assessment handbook, students are expected to devote 10 hours per week to this course.

Students taking this course are expected to meet certain requirements. Students are expected to attend at least **10** out of **12** classes. The course will be run as a seminar. As a result, students are expected to contribute to class discussions each week. 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.

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 & D. 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 – Postmodern Tourism and Tourists

Elliott-White, M. & 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): 926-945.

O'Reilly, C. (2005) 'Tourist or Traveller? Narrating Backpacker Identity.' In *Discourse, Communication and Tourism*, edited by A. Jaworski & A. Pritchard. Clevedon: Channel View Publications, pp. 150-169.

Tucker, H. (2005) 'Narratives of Place and Self: Differing Experiences of Package Coach Tours in New Zealand.' *Tourist Studies* 5(3): 267-282.

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

Week #5 – Responsible Tourism and Consumption

Butcher, J. (2003) *The Moralization of Tourism: Sun, Sand...and Saving the World?* London: Routledge (read chapter 1 – 'Mass Tourism and the New Moral Tourist').

Goodwin, H. & J. Francis (2003) 'Ethical and Responsible Tourism: Consumer Trends in the

UK.' *Journal of Vacation Marketing* 9(3): 271-284.

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 – The Consumption of Tourism: Trends and Future Directions

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

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.

MID-TRIMESTER BREAK

The following themes will be covered during the second half of the course. Details about the second half, including more information about the second assignment, will be discussed after the mid-trimester break. Readings will be distributed one week prior to the relevant seminar session.

Week #7 – *Recreation or the 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 Do You Deal With a Global Market of 1.6 Billion Consumers?*

Market Segmentation for Tourism

Week #12 – TOUR 403 Symposium 2007: 'Tourist Consumption in Action'

Poster and Essay Presentations

ASSESSMENT

In TOUR 403, students are assessed in ways that reinforce the development of particular skills (see p. 2). Essays require students to assess and critique research – and to address its applications – at an advanced level. Students will be strongly encouraged to prepare assignments that communicate ideas succinctly and clearly, evaluate the merits of different theories and/or concepts, and integrate ideas in an original way. Students will also have the option of conducting qualitative research and designing an academically-based poster during the second half of the course. The poster presentation offers students the opportunity to share their work with others using a creative medium. Class attendance and participation are important components of TOUR 403. Please come to class prepared. A significant proportion of the course will be devoted to classroom discussion. The classroom will be a place where students can develop ideas and lead discussion.

There are two items of assessment for this course:

Assessment #1 (40% essay + 10% class participation)

- **Essay due date: Tuesday, August 21st**

Your essay should be between **3,000** and **4,000** words in length.

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: Tuesday, October 9th**

For **assessment #1**, please write an essay that addresses one of these four questions. You will find that our weekly class readings will assist you in answering the essay questions.

1. 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-related consumption or does it merely make the study of tourism unnecessarily complex? Do not hesitate to be skeptical or critical of postmodernism in your essay.

Other Recommended Sources:

Munt, I. (1994) 'The "Other" Postmodern Tourism: Culture, Travel and the New Middle Class.' *Theory, Culture, and Society* 11(3): 101-123.

Sherlock, K. (2001) 'Revisiting the Concept of Hosts and Guests.' *Tourist Studies* 1(3): 271-295.

Urry, J. (2002) *The Tourist Gaze*. 2nd edition. London: Sage (read chapter 5 – 'Cultural Changes and the Restructuring of Tourism').

2. How do tourists use travel to shape their own identities? Is it important that tourism researchers and/or marketers understand the way in which travel shapes identity? Why?

Other Recommended Sources:

Desforges, L. (1998) "'Checking Out the Planet": Global Representations/Local Identities and Youth Travel.' In *Cool Places: Geographies of Youth Culture*, edited by T. Skelton & G. Valentine. New York: Routledge, pp. 175-192.

Elsrud, T. (2001) 'Risk Creation in Traveling: Backpacker Adventure Narration.' *Annals of Tourism Research* 28(3): 597-617.

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

Palmer, C. (2005) 'An Ethnography of Englishness: Experiencing Identity Through Tourism.' *Annals of Tourism Research* 32(1): 7-27.

White, N. & P. White (2004) 'Travel as Transition: Identity and Place.' *Annals of Tourism Research* 31(1): 200-218.

Wilson, E. & C. Harris (2006) 'Meaningful Travel: Women, Independent Travel and the Search for Self and Meaning.' *Tourism* 54(2): 161-172.

3. What is responsible or ethical tourism? What efforts can be made by service providers, policy makers, and consumers to promote the development of responsible or ethical tourism? To what extent has there been criticism of responsible or ethical tourism? Do you concur with this criticism?

Other Recommended Sources:

Cleverdon, R. & A. Kalisch (2000) 'Fair Trade in Tourism.' *International Journal of Tourism Research* 2(3): 171-187.

D'Sa, E. (1999) 'Wanted: Tourists with a Social Conscience.' *International Journal of Contemporary Hospitality Management* 11(2/3): 64-68.

Pennington-Gray, L., Y. Reisinger, J. Eun Kim & B. Thapa (2005) 'Do US Tour Operators' Brochures Educate the Tourist on Culturally Responsible Behaviours? A Case Study of Kenya.' *Journal of Vacation Marketing* 11(3): 265-284.

Weedon, C. (2002) 'Ethical Tourism: An Opportunity for Competitive Advantage?' *Journal of Vacation Marketing* 8(2): 141-153.

4. How might the behaviour of tourists change over the course of the next couple of years or decades? Why do you think these changes will take place? What might be the implications of these changes for policy makers and marketers?

Other Recommended Sources:

Anwar, S. & J. Hamilton (2005) 'Tourism into the Future – Toward 2020, and Beyond' *Tourism Recreation Research* 30(3): 77-85.

Hall, C.M. (2000) 'The Future of Tourism: A Personal Speculation.' *Tourism Recreation Research* 25(1): 85-95.

Middleton, V. & J. Clarke (2001) *Marketing in Travel and Tourism*. Oxford: Butterworth-Heinemann (read pp. 453-468 – 'Epilogue: Prospects for Travel and Tourism Marketing').

Swarbrooke, J. & S. Horner (2001) *Consumer Behaviour in Tourism*. Oxford: Butterworth-Heinemann (read chapter 19 – 'The Future of Tourist Behaviour').

Weiermair, K. & C. Mathias, eds. (2004) *The Tourism and Leisure Industry: Shaping the Future*. New York: The Haworth Hospitality Press.

Assessment #2

The poster presentation will challenge you to think, and present your work in a less conventional, more creative way. Your poster should be based on any of the concepts discussed in weeks 7 to 10. You should relate these concepts to qualitative research findings that you will have to produce. The research should be conducted with a convenience sample of 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 between **3,000** and **4,000** words in length. The presentation should include visual aids, 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 investigate any of the concepts discussed during weeks 7 to 10 from essentially any 'direction.' However, your topic question needs to be refined in consultation with me (Christian).

The due date for the poster and the poster presentation is **October 9th**, as is the due date for the essay and essay presentation.

More detailed information about **assessment #2**, and poster presentations in general, will be provided in the first seminar session after the mid-trimester break (week 7).

HANDING IN ASSIGNMENTS

Students must prepare two copies of each hand-in and keep the second copy for their own reference. **Posters are exceptions to this rule.** 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.

GRADING GUIDELINES

The following broad indicative characterisations of grade will apply in grading assignments and the exam:

Pass Grades

A+	excellent performance in all respects
A	excellent performance in almost all respects
A-	excellent performance in many respects
B+	very good, some aspects excellent
B, B-	good but not excellent performance
C+, C	work satisfactory overall but inadequate in some respects

Fail Grades

D	poor performance overall, some aspects adequate
E	well below the required standard
K	Failure to achieve mandatory course requirements and have achieved at least an average "C" over all the assessment.

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
- (2) attend **10** out of **12** classes.

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.

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 online VUW library site (<http://www.vuw.ac.nz/library/resources/virtualref.shtml#style>).

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.

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.