

Victoria Management School

TOUR 345: TOURIST BEHAVIOUR

Trimester 1 2008

COURSE OUTLINE

COURSE COORDINATOR

Dr. Adam Weaver

Room: RH 917, Rutherford House
Phone: 463 5375
Email: adam.weaver@vuw.ac.nz
Office Hours: Please make an appointment by telephone or e-mail

TUTORIAL CO-ORDINATOR

Dr. Anne Buchmann

Room RH 925, Rutherford House
Phone: 463 5721
Email: anne.buchmann@vuw.ac.nz
Office Hours: Please make an appointment by telephone or e-mail

ADMINISTRATOR

Linda Walker

Room RH 927, Rutherford House
Phone: 463 5720
Email: linda.walker@vuw.ac.nz
Office Hours: 9.00am – 4.00pm (Monday to Friday)

Class Times and Location

Tuesday and Friday

10:30am – 11:20am

GB LT3

Tutorial Timetable

Tutorial	Tutorial Time	Room	Dates
1	Thur 9:30am – 10:20am	RH G02	March 6 – May 22
2	Fri 9:30am – 10:20am	RH G02	March 7 – May 23
3	Thur 11:30am – 12:20am	RH G02	March 7 – May 23

Tutorial Allocation

Tutorials will be held on Thursday and Friday. There are no tutorials during the first week or the final week of the trimester. Please attend the tutorial for which you sign up. If you attend a different tutorial, your attendance will not be recorded.

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 *Friday, February 29th*. If you have any problems or concerns about the tutorial schedule, please contact the course coordinator (Adam Weaver) or the tutorial co-ordinator. Tutorial attendance and active involvement in discussions are an important component of the course. **If you attend fewer than 7 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 1 examination period: 6th June – 25th June 2008.

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
- approach tasks (such as tutorial exercises) in a creative fashion
- develop leadership skills through fulfilling spokesperson duties in tutorial (for example, reporting on group activities)

Expected Workload

Students can expect the workload to be approximately 16 hours per week, including both scheduled contact time (lectures and tutorials) and outside class. TOUR 345 is a 24 point course.

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. Why do tourists travel? What inspires tourists to undertake certain types of travel? How do researchers study tourist behaviour? 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 wine tourists, backpackers, senior travellers, disabled 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

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

Class #4 – 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).

Week #3

Class #5 – Tourist Typologies: Examples and Approaches

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

Class #6 – 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.

Week #4

Class #7 – 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.

Class #8 – **University Closed (Good Friday – No Class)**

Week #5

Class #9 – **University Closed (University Holiday – No Class)**

Class #10 – 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.

Week #6

Class #11 – 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.

Class #12 – Tourist Behaviour and Customer Satisfaction

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

Week #7

Class #13 – Tourist Behaviour and Culture

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.

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.

Class #14 – Promotional Competitions, Vacation Prizes, and Consumer Behaviour

Mid-Trimester Break

Week #8

Class #15 – 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 #16 – 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 #9

Class #17 – Business Travellers

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

Class #18 – 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 #19 – Tourist Behaviour and Gender (**Guest Lecturer: Heike Schaenzel**)

Harris, C. and E. Wilson (2007) 'Travelling Beyond the Boundaries of Constraint: Women, Travel and Empowerment.' In *Tourism and Gender: Embodiment, Sensuality and Experience*, edited by A. Pritchard, N. Morgan, I. Ateljevic, and C. Harris. Wallingford: CAB International, pp. 237-250.

Class #20 – Tourism: Freedom...and Subtle Manipulation

Weaver, A. (2007) 'Product Placement and Tourism-Oriented Environments: An Exploratory Introduction.' *International Journal of Tourism Research* 9(4): 275-284.

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. (2008) 'When Tourists Become Data: Consumption, Surveillance, and Commerce.' *Current Issues in Tourism* 11(1): 1-23.

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.

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: **No Tutorial (University Closed)**

Week #5: Wine Tourists

Week #6: Tourist Behaviour and Customer Satisfaction

Week #7: Tourist Behaviour and Culture

Mid-Trimester Break

Week #8: Return Essay #1 and Discuss Essay #2
Week #9: Business Travellers
Week #10: Tourist Behaviour and Gender
Week #11: Tourists and the Internet
Week #12: No Tutorial

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 9th floor of Rutherford House.

Course Work

All assignments should be handed into the TOUR 345 essay box in located on the Mezzanine Level, Rutherford House (Pipitea Campus) in hard copy form. Before submitting assignments refer to the *Tourism Management Style Guide*.

Assessment

In TOUR 345, students will be assessed in ways that are designed 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. As well, examinations test individual mastery of course material. 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. Students will be encouraged to think creatively in tutorials as well.

There are three items of assessment in this course:

Assessment 1	Essay 1 25%	Due: noon April 10th (Thursday)
Assessment 2	Essay 2 25%	Due: noon May 19th (Monday)
Assessment 3	Examination 50%	Exact date to be advised

Essays should not exceed **2,500** words in length. **Essays submitted by e-mail or fax will not be accepted.**

Options for Essay #1...

1. To what extent are tourist typologies useful to researchers and marketers?
2. What can be done to promote responsible tourist behaviour?
3. What types of tourists should New Zealand seek to attract? Why?

Options for Essay #2...

4. Why should tourism researchers study travel by disabled persons? How have tourism operators tried to accommodate them? What else should be done?
5. What measures are, or should be, taken by service providers to attract business travellers? Why is this market important?
6. How is the study of tourist behaviour useful to managers and marketers?

Further Comments about the Essay

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 and **should not exceed 2,500 words**. 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 (mezzanine level, Rutherford House) on or before the due date. All completed assignments must have a cover sheet. 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.

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.
- Meethan, K., A. Anderson, and S. Miles, eds. (2006) *Tourism, Consumption & Representation*. Wallingford, UK: CAB International.
- Middleton, V. & J. Clarke (2003) *Marketing in Travel and Tourism*. 3rd edition. Oxford: Butterworth-Heinemann.
- Pearce, P. (2005) *Tourist Behaviour: Themes and Conceptual Schemes*. Clevedon: Channel View Publications.
- Pizam, A. & Y. Mansfeld, eds. (1999) *Consumer Behaviour in Travel and Tourism: Concepts and Analysis*. Oxford: Butterworth-Heinemann.
- Reisinger, Y. & L. Turner (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*. 2nd 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*, *Current Issues in Tourism*, *Tourism Recreation Research*, *Journal of Vacation Marketing*, *Tourism Review International*, 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 within the 7 days 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 9am to 4pm (Monday-Friday).

Mandatory Course Requirements

To fulfil the mandatory course requirements for this course you must:

1. Attend at least **seven** of the **nine** 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 (1) on Blackboard and (2) on the notice boards situated on the mezzanine floor and the 9th floor of Rutherford House. Students will be expected to check both places for notification.

Grading Guidelines

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

A+	excellent performance in all respects at this level
A	excellent performance in almost all respects at this level
A-	excellent performance in many respects at this level
B+	very good, some aspects excellent
B, B-	good but not excellent performance at this level
C+, C	work satisfactory overall but inadequate in some respects
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. Note this is a failing grade.

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.

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

TOUR345_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 on the ground floor (EA005). This counter is the first point of contact for :

- 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.victoria.ac.nz/home/about/policy/students.aspx

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

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

Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means *no cheating*. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. The University defines plagiarism as follows:

The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other students or staff.

It is still plagiarism even if you re-structure the material or present it in your own style or words.

Note: It is however, perfectly acceptable to include the work of others as long as that is acknowledged by appropriate referencing.

Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct and may be penalized severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- cancellation of your mark for an assessment or a fail grade for the course
- suspension from the course or the University.

Find out more about plagiarism, and how to avoid it, on the University's website:

www.victoria.ac.nz/home/studying/plagiarism.html

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 6015. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.