



**Victoria Management School**

**TOUR 230**

**VISITOR MANAGEMENT**

**Trimester 2 2008**

**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)

**ADMINISTRATOR**

Room RH 927, Rutherford House  
Phone: 463 5720  
Office hours: 9:00 – 15:00  
Email: [tourism@vuw.ac.nz](mailto:tourism@vuw.ac.nz)  
Fax: 463 5180

**LECTURE TIME AND LOCATION**

Monday and Thursday 13:40-14:30 in GBLT3

**TUTORIAL TIMETABLE**

Monday 14:40-15:30; Monday 15:40-16:30; Wednesday 14:40-15:30

**EXAMINATION PERIOD**

This course has a three hour final examination and will cover all the readings and associated class material. The examination period will be from 13 October – 9 November 2008.

**Trimester dates**

Monday, July 7th to Saturday, November 8th 2008

## 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 framework developed by Clawson and Knetsch (1966). 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 & ATTRIBUTES

**The key objectives of this course map onto the BTM's (and the university's) graduate attributes.**

<b>Course objective</b>	<b>Graduate attribute</b>
To develop an understanding of the concept and importance of the visitor experience	<i>Critical and creative thinking skills</i> Critically analyse and evaluate a range of tourism management issues.
To critically analyse and evaluate tourism management strategies in the context of a particular context.	<i>Leadership skills</i> Develop a breadth of tourism management expertise.
To critically analyse and evaluate a range of tourism management issues	<i>Critical and creative thinking skills</i> Develop/refine your creative skills in the context of tourism business environments.
To develop an understanding of the importance of appropriate interpretation to the visitor experience	<i>Communication and leadership skills</i> Improve group work, communication and literature search skills.

## 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	7 July	Admin; Links from 100 level and 250. What is visitor management and why do it?	None	
2/1 2/2	14 July	Strategy and marketing Roles of public, private and p-pp sectors	Connections visitor mgmt & experience	Pearce 1995, Intro chaps Destination Management handout
3/1 3/2	21 July	DMS – DMO Destination management Wellington, Nottingham	Roles of public, private & ppp	DoC <i>Visitor Strategy</i>
4/1 4/2	28 July	Kapiti island – John Barrett National Parks	Roles of DMS/DMO	Shackley 1997 Chaps 6 & 7; Bctrail
5/1 5/2	4 Aug	Managing rural tourists; b&b Trails and signposting	Management in the wild	Hughes & Morrison-Saunders 2002
6/1 6/2	11 Aug	Zoo exercise preparation Observation and assessment exercise Interpretation	Zoo project	Shackley 1997
7/1 7/2	1 Sept	Zoo satisfaction survey and assessment Urban management, London, Stratford,	Zoo follow-up	Orbasli 2000 Hoffman et al., 2003
8/1 8/2	8 Sept	Outdoor events – parades, sports Indoor events – museums, exhibitions, theatre Visitor experience	Urban management	Priest & Carpenter 1993 Sonmez & Graefe 1998 Wilks & Davis 2000
9/1 9/2	15 Sept	Risk – people, resources and business	Outdoors experience	Leask & Yeoman 1999 Maitland 2006,
10/1 10/2	22 Sept	People management 1 Heritage and interpretation	Risk management	Bowie & Chang 2005 Ladany 1999 Yale 1995
11/1 11/2	29 Sept	People management 2 Guided tours and meetings	Revision	Ap & Wong 2001 Weiler & Ham 2001,
12/1 12/2	6 Oct	Wrap-up Next year's courses		

### 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)
- Ap, J. & Wong, K. 2001, Case study on tour guiding: professionalism, issues and problems, *Tourism Management*, 22 (5) 551-563
- Bctrail, British Columbia bike trail: [www. Bctrail.ca](http://www.Bctrail.ca)
- Bosselman, F.; Peterson, C.; McCarthy, C. 1999, *Managing Tourism Growth*, Island Press, Washington D.C.
- Bowie, D. & Chang, J. 2005, Tourist satisfaction: A view from a mixed international guided package tour, *Journal of Vacation Marketing*, 11, (4) 303-322
- 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
- Hughes, M. & Morrison-Saunders, A. 2002, Impact of Trail-side Interpretive Signs on Visitor Knowledge, *Journal of Ecotourism*, 1 (2&3) 122-132
- Judd, D. R. & Fainstein, S. S., (Eds) 1999, *The tourist city*, New Haven, CT : Yale University Press,
- Ladany, S. P. 1999, Optimal tourist bus tours, *Tourism Economics*, 5 (2) 175-190
- Lane, M. 2007, The visitor journey: the new road to success, *International Journal of Contemporary Hospitality Management*, 17 (3) 248-254
- 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.
- Maitland, R., 2006, How can we manage the tourist-historic city? Tourism strategy in Cambridge, UK, 1978-2003, *Tourism Management* 27 ( 6) 1262-1273
- Orbasli, A. 2000, *Tourists in Historic Towns*, Spon, London
- Page, S. J. 2003, *Tourism Management: managing for change*, Butterworth-Heinemann, Oxford
- Page S. J. & Connell, J. 2006, *Tourism: a modern synthesis*, Thomsonlearning, London
- Pearce, D. G. 1995, *Tourist Organisations*, Longman, Harlow
- 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. 1997, *Wildlife tourism*, International Thomson Business Press, Boston
- 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

Yale, P. 1995, *The business of tour operations*, Longman, Harlow

## ASSESSMENT

Assessment 1	Essay	15%	Due: 10:30am on <u>Thursday 7<sup>th</sup> August by 1pm</u>
Assessment 2	Report	20%	Due: 2pm on <u>Thursday 11<sup>th</sup> September by 1pm</u>
Assessment 3	Essay	15%	Due: 2pm on <u>Thursday 25<sup>th</sup> September by 1pm</u>
Assessment 4	Examination	50%	Date and Time to be advised

### Assessment 1.

**Essay**, value 15%

Discuss the role of marketing and marketing organisations in visitor management.

**Limit:** 2000 words.

**Due by:** THURSDAY 7<sup>th</sup> AUGUST by 1pm

### Assessment 2.

**Report**, value 20%

A critical study of visitor management, interpretation and the visitor experience at Wellington Zoo.

**Limit:** 2,000 words (excluding diagrams)

**Due by:** THURSDAY 11<sup>th</sup> SEPTEMBER by 1pm

### Assessment 3.

**Essay**, value 15%

'Risk is an ever present factor for tourists.' Identify the types of risk faced by international visitors, with the aid of examples suggest how risk may be rationalised and discuss who should be responsible for managing risks to visitors in New Zealand.

**Limit:** 2000 words.

**Due by:** THURSDAY 25<sup>th</sup> SEPTEMBER by 1pm

### Assessment 4.

**Examination: 50%**

This course has a three hour final examination. The examination period will be from 13 October – 9 November 2008

## TUTORIALS

Tutorial signup will happen in the first week of lectures. Tutorials begin in week 2 of the course (week commencing 14<sup>th</sup> July 2008). 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 course co-ordinator for. 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 the Tourism Administrator (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**  
TOUR230\_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 on the ground floor (EA005). This counter is the first point of contact for :

- 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.victoria.ac.nz/home/about/policy/students.aspx](http://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](http://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: including the work of others will not be considered plagiarism as long as the work 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 penalised 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](http://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](mailto:manaaki-pihipihinga-programme@vuw.ac.nz) or phone (04) 463 6015. 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.