

Victoria Management School

**TOUR 403 CONSUMER PERSPECTIVES IN TOURISM**

Trimester 2 2008

**COURSE OUTLINE**

**COURSE COORDINATORS**

**Dr. Adam Weaver**

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**ADMINISTRATOR**

**TBA**

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**TRIMESTER DATES** Monday 7 July to Saturday 8 November 2008.

**CLASS TIME AND LOCATION**

Wednesday 8.30am – 11.20am RWW 313

## COURSE OBJECTIVES AND GRADUATE ATTRIBUTES

The course objectives for TOUR 403 map onto the graduate attributes for the BTM (Hons) and MTM as follows:

Course Objective	Graduate Attributes
<ul style="list-style-type: none"> <li>To understand a number of different theoretical approaches to the study of consumer behaviour in tourism</li> </ul>	<p><i>Critical Thinking:</i></p> <ul style="list-style-type: none"> <li>Achieve a critical appreciation for research that explores the consumption of tourism</li> </ul>
<ul style="list-style-type: none"> <li>To be able to discuss and critique research in this field</li> </ul>	<p><i>Critical Thinking:</i></p> <ul style="list-style-type: none"> <li>Develop their own perspectives with respect to the study of consumer behaviour in tourism</li> <li>Consider avenues for future research and enquiry</li> </ul>
<ul style="list-style-type: none"> <li>To understand relationships between the concepts addressed in class and ‘real world’ issues</li> </ul>	<p><i>Critical Thinking:</i></p> <ul style="list-style-type: none"> <li>Make connections between theoretical work that deals with consumer behaviour in tourism and policy/marketing practice</li> </ul> <p><i>Leadership:</i></p> <ul style="list-style-type: none"> <li>Leadership through mastery of a body of knowledge and social awareness</li> </ul>
<ul style="list-style-type: none"> <li>To be able to convey ideas clearly in discussion, written work, and oral presentations</li> </ul>	<p><i>Communication:</i></p> <ul style="list-style-type: none"> <li>Communicate clearly and effectively in a professional and polished manner</li> <li>Participate in and lead classroom discussions</li> <li>Deliver a formal presentation to an audience</li> </ul> <p><i>Creative Thinking:</i></p> <ul style="list-style-type: none"> <li>Develop a research-based poster (an option available to students)</li> </ul>

## PERSONAL SKILLS

This course will assist students in their efforts to:

- understand the breadth and scope of research that examines the consumption of tourism-related experiences
- develop their own point of view with respect to the study of consumer behaviour in tourism through a careful reading of exemplary works
- 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 theory and policy/marketing practice
- communicate 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 all 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.

## **SEMINAR SCHEDULE**

**Week #1** – Introduction: Expectations, Evaluation, and Preliminary Discussion

**Week #2** – Tourism as Consumption, Tourists as Consumers

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.

Williams, A. (2006) 'Tourism and Hospitality Marketing: Fantasy, Feeling and Fun.' *International Journal of Contemporary Hospitality Management* 18(6): 482-495.

**Week #3** – Postmodern Tourism and Tourists

Kernan, J. & T. Domzal (1999) 'Getting a Life: Homo Ludens as Postmodern Identity.' *Journal of Travel and Tourism Marketing* 8(4): 79-84.

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: Product Development and Culture

McIntosh, A. (2004) 'Tourists' Appreciation of Maori Culture in New Zealand.' *Tourism Management* 25(1): 1-15.

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

**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** – *Mindless Recreation or Search for the Profound?* Travel and Pilgrimage

**Week #8** – *Is Tourism a 'Man's World'?* Patriarchy and Gender Issues in Tourism

**Week #9** – *'What did you get up to on Holiday?'* Consumption Behaviour and Youth Travel

**Week #10** – *Dangers and Thrills on Holiday: Avoid or Embrace?* Tourism and the Construct of Risk

**Week #11** – *Demographics or Psychographics?* Segmentation of Tourism Consumers

**Week #12** – TOUR403 Symposium 2008: *'Tourists as Consumers – Theory and Practice'*  
Poster and Essay Presentations

**ASSESSMENT**

In TOUR 403, students are assessed in ways that reinforce the development of the graduate attributes for the BTM (Hons) and MTM (see p. 2). Assessments 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 conduct qualitative research and have the option of designing a research-based poster which offers students the opportunity to share their work 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: **Wednesday, August 20<sup>th</sup>**

## Assessment #2

Either poster with oral presentation (40% poster + 10% oral presentation of poster)

Or essay with oral presentation (40% essay + 10% oral presentation of essay)

Due date for both options: **Wednesday, October 8<sup>th</sup>**

## Assessment #1

For **assessment #1**, please write an essay that addresses one of these three questions. You will find that our weekly class readings will assist you in answering the essay questions. Your essay should be between **3,000** and **4,000** words in length

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:

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.

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

Urry, J. (2002) *The Tourist Gaze*. 2<sup>nd</sup> 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 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.

Meethan, K., A. Anderson, and S. Miles, eds. (2006) *Tourism, Consumption & Representation: Narratives of Place and Self*. Wallingford: CAB International.

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?

### 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.

## Assessment #2

Your options are **essay** or **poster**:

1. The **poster** assessment will challenge you to think and present your work in a less conventional, more creative way. Your poster will be based on any of the concepts discussed in weeks 7 to 10 and relate your chosen concept (theory) to qualitative research findings that you will produce (practice). The oral presentation of your poster should take about 10 minutes and provide a well-rounded introduction to your poster.
2. The **essay** is the more conventional of the two assessment options. Your essay will deal with any of the concepts discussed during weeks 7 to 10 and present a well researched and well developed piece of written work between **3,000** and **4,000** words in length. The oral presentation should include effective visual aids, provide a comprehensive overview of the essay content, and last about 20 minutes.

To allow you to follow your personal academic interests you will develop the topic yourself by adopting a particular perspective on the concepts discussed during weeks 7 to 10. Once formulated your topic needs to be refined in consultation with Christian; this refinement needs to be completed by **Week 11** as the due date for the poster (and oral presentation) as well as for the essay (and oral presentation) is the last seminar on Wednesday 8 October (TOUR403 Symposium 2008).

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).

### ASSIGNMENT SUBMISSION

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 jeopardize 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:

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.

### 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 one of the course coordinators (Adam Weaver or Christian Schott).

## 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 all classes (students who miss a class must provide a medical certificate in order to account for their absence)

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/research/reference/referencingguides.aspx>).

## 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  
MGMT300\_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:

- 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.