

Victoria Management School

TOUR 345 TOURIST BEHAVIOUR

Trimester Two 2009

COURSE OUTLINE

COURSE COORDINATOR

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ADMINISTRATOR

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Teaching Period: Monday 13 July to Friday 16 October 2009

End of Year Study Period: Monday 19 October to Monday 26 October 2009

Examination Period: Tuesday 27 October to Saturday 14 November 2009 (inclusive)

Note: Students who enrol in courses with examinations should be able to attend an examination at the university at any time during the formal examination period.

Withdrawal dates: Information available via

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

Class Times and Room Numbers

Wednesday and Friday 10:30am-11:20am GB LT2

Tutorial Timetable

There will be no tutorials during the first and final weeks of the trimester.

1. Wednesday 11:30am-12:20pm RWW125
2. Wednesday 12:40pm-1:30pm RWW 126
3. Friday 11:30am-12:20pm RWW221

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.

Bachelor of Tourism Management (BTM) Learning Goals and Objectives

Learning Goal #1: Our graduates will possess and apply specific knowledge of tourism management as well as a range of transferable skills

Learning Objectives

Graduates will be able to:

- (a) demonstrate a systematic understanding of theoretical and applied aspects of tourism management
- (b) display an appreciation for concepts and methods that inform the management of tourism organizations, businesses, and resources
- (c) acquire skills and knowledge that provide a solid platform for graduate study

Learning Goal #2: Our graduates will demonstrate application of critical and creative thinking skills to practical and theoretical tourism management problems

Learning Objectives

Graduates will be able to:

- (a) think conceptually and systematically about tourism and its management
- (b) assess a range of tourism management issues, plans, and concepts
- (c) identify, access, and evaluate a range of information and data sources
- (d) undertake and apply research in tourism management
- (e) use innovative thinking and creative skills in the context of the tourism business environment and tourism research.

Learning Goal #3: Our graduates will be effective and confident communicators

Learning Objective

Graduates will be able to:

- (a) apply advanced written communication skills
- (b) demonstrate oral communication and listening skills
- (c) prepare and deliver polished and professional oral presentations
- (d) communicate effectively with peers when undertaking group projects

Learning Goal #4: By meeting the above learning goals, our graduates will display leadership and be able to assume positions of responsibility

Learning Objectives

Graduates will be able to:

- (a) engage in effective decision making by working independently and in groups
- (b) demonstrate a mastery of concepts related to tourism management
- (c) develop and apply concepts and plans in tourism management

Overall 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 to:

- 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

Course-Related Student Learning Objectives and Skills

On successful completion of the course, students will be able to:

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

Expected Workload

Students can expect the workload to be approximately 13.5 hours per week of student work, including both scheduled contact time (lectures and tutorials) and outside class. TOUR 345 is a 20 point course.

Group Work

While the course has a tradition of study group collaboration, there are important elements in the assessment process that are strictly individual. 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. You will be expected and encouraged to work in groups on tutorial assignments; however, essays must be individual submissions.

Tutorial Signup Instructions

Tutorials will be held on Wednesday and Friday (see page 1). There are no tutorials during the first and final weeks 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 Blackboard and on the Tourism Management notice board in Rutherford House (Mezzanine Level) on *Monday, June 20th*. If you have any problems or concerns about the tutorial schedule, please contact the course coordinator

(Adam Weaver). Tutorial attendance and active involvement in discussions are an important component of the course. **If you attend fewer than 8 tutorials, you will not meet one of the minimum requirements for the course (see page 8).** Exemptions from individual tutorials will only be granted with a medical certificate or in exceptional circumstances.

Class Schedule

Week 1

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

Class #2 – Tourist Behaviour: An Overview

Week 2

Class #3 – Tourist Behaviour: Approaches and Concepts

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.

Week 3

Class #5 – Tourist Typologies: Examples and Approaches

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

Stanford, D. (2008) "'Exceptional Visitors': Dimensions of Tourist Responsibility in the Context of New Zealand." *Journal of Sustainable Tourism* 16(3): 258-275.

Class #8 – Adventure Tourists

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

Week 5

Class #9 – 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 #10 – Food and Tourist Behaviour

Everett, S. (2009) "Beyond the Visual Gaze? The Pursuit of an Embodied Experience through Food Tourism." *Tourist Studies* 8(3): 337-358.

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 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.

Mid-Trimester Break

Week 7

Class #13 – Senior Citizens and Travel

Holloway, D. (2007) “See Australia and Die: Shifting Discourses about Gray Nomads.” *Tourism, Culture & Communication* 7(3): 161-168.

Class #14 – 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 #15 – Business Travellers

Harris, C. & I. Ateljevic (2003) “Perpetuating the Male Gaze as the Norm: Challenges for ‘Her’ Participation in Business Travel.” *Tourism Recreation Research* 28(2): 21-30.

Class #16 – The Visiting Friends and Relatives (VFR) Market

Bischoff, E. & N. Koenig-Lewis (2007) “VFR Tourism: The Importance of University Students as Hosts.” *International Journal of Tourism Research* 9(6): 465-484.

Week 9

Class #17 – Tourist Behaviour and Customer Satisfaction

Swarkbrooke, J. & S. Horner (2007) *Consumer Behaviour in Tourism*. 2nd edition. Oxford: Butterworth-Heinemann (chapter 17).

Class #18 – How Do Corporations Try to Influence Tourist Behaviour?

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

Week 10

Class #19 – Tourist Behaviour and the Internet

Pudliner, B. (2007) “Alternative Literature and Tourist Experience: Travel and Tourist Weblogs.” *Journal of Tourism and Cultural Change* 5(1): 46-59.

Class #20 – Tourist Behaviour and Corporate Surveillance

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

Week 11

Class #21 – Promotional Competitions, Vacation Prizes, and Consumer Behaviour

Class #22 – Tourist Behaviour: Trends and Future Directions

Week 12

Class #23 – Course Review and Examination Preparation

Class #24 – Course Review and Examination Preparation

Tutorial Schedule

Week #1: No Tutorial

Week #2: Discuss Essay #1

Week #3: Tourist Behaviour: An Overview

Week #4: Responsible Tourists

Week #5: Wine and Food Tourists

Week #6: Tourist Behaviour and Culture

Mid-Trimester Break

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

Week #8: Business and VFR Travellers

Week #9: Tourist Behaviour and Customer Satisfaction

Week #10: Tourists and the Internet

Week #11: Final Tutorial

Week #12: No Tutorial

Readings

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

Printed materials distributed in class (for example, class handouts and tutorial assignments) that students fail to collect will be placed in a box in front of Room 927 on the 9th floor of Rutherford House.

Assessment

In TOUR 345, students will be assessed in ways that are designed to meet the course-related student learning objectives and promote the development of certain skills (see page 3). The two essays will provide students with an opportunity to analyze, appraise, and synthesize concepts relevant to the study of tourist behaviour, appreciate both practical and critical understandings of tourist behaviour research, and understand applications of tourist behaviour research. Students will be strongly encouraged to use library-hosted research databases and will be rewarded for producing work that is carefully researched, 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 exchange ideas with their peers on topics related to tourist behaviour with confidence. 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 August 20th (Thursday)
Assessment #2	Essay 2 25%	Due: noon October 1st (Thursday)
Assessment #3	Final Examination 50%	Exact date to be advised

The final examination for this course will be scheduled at some point during the period from Tuesday 27 October to Saturday 14 November 2009.

The final examination is worth 50% of the total marks available for this course. It is closed book 3-hour examination. Essay style answers are expected. You will be asked to answer four questions. Lecture material, assigned readings, and tutorial exercises covered during the course are examinable.

Essays

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. Why are wine tourists an important travel market for New Zealand? What can be done to broaden the appeal of wine tourism in New Zealand?

Options for Essay #2:

4. What measures are, or should be, taken by travel providers to attract and accommodate Chinese or Japanese travellers? Why should these measures be widely adopted? **Your answer should address either the Chinese or Japanese market.**

5. Why should researchers study travel by disabled persons? How have travel providers tried to accommodate them? What else should be done?
6. Why does the VFR market deserve more attention from tourism managers and marketers? What can be done to foster and support this type of travel?

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 and **should not exceed 2,500 words**. Further details on referencing and essay format are discussed in the *Guide for Tourism Management Courses* (a copy of this document will be available on 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.** All assignments must have a cover sheet.

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 (2007) *Consumer Behaviour in Tourism*. 2nd edition. 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*, *Journal of Tourism and Cultural Change*, *Tourist Studies*, *Tourism Recreation Research*, *Journal of Vacation Marketing*, *Tourism Review International*, and *Journal of Travel and Tourism Marketing*.

Submission of Assignments

Assignments should be submitted to the TOUR 345 box on the Mezzanine Floor of Rutherford House (Pipitea Campus) in hard copy form by the due time on the due date. All completed assignments must have a cover sheet (see the *Guide for Tourism Management Courses*). 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.

Mandatory Course Requirements

To meet Mandatory Course Requirements, students are required to:

- a. attend at least **8** out of the **10** tutorial sessions;
- b. submit all assignments within the allowable timeframe (see Penalties Section) below
- c. obtain at least 40 per cent of the final examination marks available.

Students who fail to satisfy the mandatory requirements for this course but who obtain 50% or more overall, will be awarded a "K" grade. Standard fail grades (D or E) will be awarded when the student's overall course mark falls below the minimum pass mark, regardless of whether the mandatory course requirements have been satisfied or not.

Notice of Failure to meet Mandatory Course Requirements will be posted on Blackboard.

Penalties for Lateness & Excessive Length of Assignments

- (i) In fairness to other students, work submitted after any deadline will incur a penalty for lateness. The tourism management group has implemented a standardized late penalty for all tourism management courses. Students who submit late assignments will be penalized at a rate of 5% per day. **Saturdays, Sundays and public holidays** will be included when counting the number of days late. Assignments received **more than 7 days after the due date** will not be accepted and the student will **automatically fail the Mandatory Course Requirements**.
- (ii) Course outlines provide a signal to students of forthcoming workload, dates of submission etc., and thus student study plans should take account of course requirements across all courses. Consequently, workload issues related to other courses and employment will not be accepted as reason for dispensation from mandatory requirements or waiver of penalties. **Extensions** to submission deadlines for any assigned work will only be granted in **exceptional circumstances**.
- (iii) Students who are unable to comply with any of the mandatory requirements should make a written application for an extension to the due date for submission of assigned work or for waiver of a penalty, **in advance**, to the **course coordinator**, providing documentary evidence of the reasons of their circumstances.

All such applications must be made **before** the deadline and be accompanied by documentary evidence, eg. a medical certificate, or counsellor's report clearly stating the degree of impairment, and the dates the illness or event prevented you from undertaking your academic studies. This can be applied retrospectively.

- (iv) In the event of unusual or unforeseeable circumstances (e.g. serious illness, family bereavement or other exceptional events) that precludes an application in advance, students should make contact with the **course coordinator** as soon as possible, and make application for waiver of a penalty as soon as practicable.
- (v) Word limits should be adhered to, especially so when they provide a guide to limiting the student's coverage of a topic. **The penalty will be 10% of the grade for an assignment which is 10% over the word limit.**

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.

Policy on Remarking

Every attempt is made to ensure that the marking is fair to students. Students may ask for their written work to be remarked. In TOUR 345, the course coordinator, who is also the only tutor for the course, will moderate the essay grading process so that it is fair to students. If you have a question about your grade, first talk to the TOUR 345 course coordinator. As per FCA policy, students may ask for their written work to be remarked. Assignment grades could potentially go up, stay the same, or go down.

Application for remarks must be made within 5 days after the marks are available. To apply for a remark, please contact the course coordinator. Write an e-mail to him (or meet with him) and explain why you think the mark you received does not, in your view, fairly reflect the quality of your work. Resubmit the assignment to the Tourism Management Administrator, Helen Jiang, in RH 927 (9th floor of Rutherford House). Allow up to 7 days for remarks to be completed.

Referencing

There are many different styles of referencing. For tourism management courses, please refer to the 2009 version of the *Style Guide for Tourism Management Courses*. A copy will be made available on Blackboard.

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

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.

For the following important information follow the links provided:

Academic Integrity and Plagiarism

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

General University Policies and Statutes

<http://www.victoria.ac.nz/home/about/policy/academic.aspx>

Faculty of Commerce and Administration Offices

<http://www.victoria.ac.nz/fca/studenthelp/Contactus.aspx>

Manaaki Pihipihinga Programme

http://www.victoria.ac.nz/st_services/mentoring/