Victoria Management School

TOUR 101: INTRODUCTION TO TOURISM

Trimester One 2011

COURSE OUTLINE

COURSE COORDINATOR

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ADMINISTRATOR

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Trimester Dates

Teaching Period: Monday 28 February – Friday 3 June
Study Period: Monday 6 June – Thursday 9 June
Examination Period: Friday 10 June – Saturday 2 July (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before 11 March 2011.

2. The standard last date for withdrawal from this course is 14 May 2011. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an *'Application for Associate Dean's Permission to Withdraw Late'* including supporting documentation

The application form is available from either of the Faculty's Student Customer Service Desks.

Class Times and Room Numbers

Lectures: Tuesdays and Thursdays 11.10-11.50am KKLT301
Tutorials: The allocation of students to tutorial groups will be managed via an online sign-up system called "s-cubed". **Please consult page 4 of this course outline for more details.**

Introduction

Tourism is a large and complex phenomenon. It can be regarded as a significant social and economic activity, a business, an industry, and a source of environmental and social change. Many of the challenges of studying tourism, and subsequently working or researching in this field, arise from the multi-faceted nature of tourism. That is, tourism is made up of many different sectors (including transport, accommodation, attractions, supporting services and infrastructure), each of which in turn may be quite diverse and viewed from a variety of perspectives: economic, socio-cultural, environmental, and political. Moreover, tourism is a geographically complex activity characterised by multiple origins and destinations linked together in various ways, by flows of people, ideas, information and resources, by transport networks and distribution channels.

As an introductory course and platform for further study, TOUR 101 seeks to provide a systematic and conceptual basis for exploring and understanding the complexities of tourism. The course follows an origin-linkage-destination framework. The overall approach is outlined in the first lectures before attention is directed at the nature of demand generated in the origins. The various linkages that bring together origins and destinations are then examined. The latter part of the course focuses on destinations and systematically examines the ways in which these develop. As well, different components of a destination are explored.

Bachelor of Tourism Management Programme and Course-related Learning 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 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

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

Learning Objectives - 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 complements TOUR104, The Business Environment of Tourism. The course objectives are to provide you with a systematic introduction to the study of tourism and a sound foundation for the BTM by:

1. outlining the multi-faceted nature of tourism and the need for an integrated approach to its study and management

2. developing a conceptual basis for the study and management of tourism

3. examining key issues and their inter-relationships by reference to selected examples

4. fostering critical and creative thinking about theory and practice in tourism

5. encouraging students to adopt a structured, enquiring approach to the study of tourism

Course-related Student Learning Objectives and Skills

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

1. recognize the complexity of tourism both as an industry and a field of study
2. identify and describe the roles of public, private, and third sector entities involved in the global and national tourism industry
3. think systematically, critically, and creatively about selected tourism concepts and models
4. consider tourism cases and examples in an analytical manner
5. locate, record, organise, and analyse relevant tourism information from a variety of library- and web-based sources
6. research, plan, and produce written work that meets academic standards
7. manage different tasks and deadlines effectively
8. demonstrate oral communication and listening skills in tutorials

Items 1 to 7 on the list above will be assessed through the two essays in this course. The final examination will assess items 1, 2, 3, 4, and 7. The course's tutorial programme will provide students with the opportunity to develop their oral communication and listening skills (item 8).

Expected Workload

Undergraduate courses in tourism management are 20 point courses. Students can expect the workload to be approximately 13 hours per week, including both scheduled contact time (lectures and tutorials) and work outside class. Work outside of class will include readings provided in support of lectures and tutorials as well as essay preparation.

Course Programme

The course objectives are pursued by an integrated programme of lectures, tutorials, written assignments, and wider reading.

Lectures are held 11:00-11:50 on Tuesdays and Thursdays in KKLT 301 (Kirk Lecture Theatre 301). Students are expected to attend all lectures. Key themes will be introduced in lectures and followed up by discussion in tutorials and by reference to the wider literature. Important announcements concerning the course will also be made in lectures.

Tutorials are a key part of the learning process and active participation in them is expected – the more you put in, the more you will get out of this course. Attendance at tutorials is also required to complete terms. **You must attend 8 out of 10 tutorials to complete the course**. Furthermore, you must always attend your allocated tutorial session; if you attend a different session, your attendance will not be recorded. Exemption from tutorials will only be accepted with a medical certificate or in exceptional circumstances.

Tutorials start in the <u>second</u> week of the course.

Tutorial sign up will be via an online sign-up system called **s-cubed** (https://signups.victoria.ac.nz/).

This online signup system is available around the clock over the Internet. You must use s-cubed to sign up for a TOUR 101 tutorial **before midnight on Thursday 3rd March 2011**. Allocations are on a first come, first served basis so you are encouraged to sign up early. You can go back into s-cubed and change your tutorial as long as places are available but all changes must be made by midnight 3rd March.

Confirmation of your tutorial group will be posted on Blackboard by midday Friday 4th March 2011 as well as on the Tourism Management notice board on Level 2 of the Murphy Building (Kelburn Campus).

If you miss the Thursday 3rd March tutorial enrolment deadline you will need to contact the Tourism Management Administrator (helen.jiang@vuw.ac.nz). Your email should state why you were not able to sign up on time using the online system, along with other relevant documentation such as a medical certificate etc. You should detail <u>all</u> the tutorial times you can make and you will then be allocated into a tutorial which has space. There is **NO GUARANTEE** that you will get your preferred tutorial time. If there are 'exceptional circumstances' why you require a particular tutorial session these should be set out in the email.

If you have any serious problems about the allocations of tutorial spaces please contact the Tourism Management Administrator Helen Jiang ASAP (helen.jiang@vuw.ac.nz).

Readings

References and readings will be made available throughout the course. Two booklets of course readings will be distributed to students: one during the first week of the course and a second one after the mid-trimester break. These readings are a vital component of TOUR 101's lecture and tutorial programme. However, to provide you with guidance on additional introductory reading, we have compiled this list of titles, distinguishing between books that deal with tourism in general and those that focus on specific aspects of the subject. In addition to providing you with useful and broad background reading, they are handy for reading up on specific themes discussed in lectures and for writing the essays. Books can also be accessed through the Course Reserve search function in the Library Catalogue.

When researching your assignments you should also look at articles in journals such as *Tourism Management*, *Journal of Travel Research, Annals of Tourism Research, Journal of Sustainable Tourism* and *Current Issues in Tourism*. Journals can be accessed through the library databases that will be demonstrated in week #2 and there is an Online Tutorial on *Using Library Research Tools*. See the Library's **Tourism Subject Guide** for more information:
http://www.victoria.ac.nz/library/subjectguides/tourism

These titles provide a general introduction to tourism and the tourism industry:

* indicates also available as an electronic book through the library catalogue.

Collier, A. (2006). *Principles of Tourism: A New Zealand Perspective*. 7th edition. Auckland: Pearson Education (previous editions are similar and also useful).

Cooper, C., J. Fletcher, A. Fyall, D. Gilbert, & S. Wanhill (2005). *Tourism: Principles and Practice*. 3rd edition. Harlow: Pearson Education (the 2nd edition is similar and also useful).

*Goeldner, C. & J.R. Brent Ritchie (2009). *Tourism: Principles, Practices, Philosophies*. 11th edition. New York: Wiley & Sons (the 9th and 10th editions are similar and also useful).

Hall, C.M. (2005). *Tourism: Rethinking the Social Science of Mobility*. Harlow: Pearson Education.

Hall, C.M. & G. Kearsley (2001). *Tourism in New Zealand: An Introduction*. Oxford: Oxford University Press.

Holloway, C. (2002). *The Business of Tourism*. London: Prentice Hall.

Leiper, N. (1995). *Tourism Management*. Melbourne: RMIT Press.

Page, S. (2003). *Tourism Management: Managing for Change*. Oxford: Butterworth-Heinemann.

Page, S. & J. Connell (2006). *Tourism:A Modern Synthesis*. 2nd edition. London: Thomson Learning (the 1st edition is also useful).

Pearce, P., A. Morrison, & J. Rutledge (1998). *Tourism: Bridges across Continents*. Sydney: McGraw-Hill.

Weaver, D. & L. Lawton (2005). *Tourism Management*. 3rd edition. Brisbane: Wiley (1st and 2nd editions are similar and also useful).

Yeoman, I. (2008). *Tomorrow's Tourist*. Oxford: Elsevier.

The following titles are focused on specific aspects of tourism:

Buhalis, D. & E. Laws, eds. (2001). *Tourism Distribution Channels: Practices, Issues and Transformations.* New York: Continuum.

*Hall, C.M. and S.J. Page (2006). *The Geography of Tourism and Recreation*. 3rd edition. London: Routledge (the 2nd edition is similar and also useful).

Faulkner, B., G. Moscardo, & E. Laws, eds. (2000). *Tourism in the Twenty-First Century: Lessons from Experience*. New York: Continuum.

Pearce, D.G. (1995). *Tourism Today: A Geographical Analysis*. 2nd edition. Harlow: Longman.

Pearce, D. G. & R. Butler, eds. (2010) *Tourism research: a 20-20 vision*. Oxford: Goodfellow Publishers.

Swarbrooke, J. (1999). *Sustainable Tourism Management*. Oxford: CAB International.

Lecture and Tutorial Programme

Week	Date	Lecture	Lecture Outline	Tutorial
1	Tues 1 March	Introduction	Overview of course approach	Sign up for a tutorial; **no tutorials this week**
	Thurs 3 March	A systematic approach to tourism	Origin-linkage-destination model	
2	Tues 7 March	Library workshop – *Janet Keilar, VUW Library*	Introduction to library and web-based tourism resources	Introductions and **discuss essay #1**
	Thurs 10 March	Origins 1: tourism demand	What is tourism demand?	
3	Tues 14 March	Origins 2: tourist motivation	Why do tourists travel?	What type of traveller are you? Stanley Plog's model
	Thurs 17 March	Origins 3: determinants of demand	What factors influence tourism demand?	
4	Tues 22 March	Origins 4: tourist typologies	Classifying tourists and their behaviour	Tourism demand: themes and issues
	Thurs 24 March	Origins 5: culture and markets	Culture and tourism demand	
5	Tues 29 March	Origins 6: markets and key trends	Demand-related trends in tourism	Tourism markets and opportunities
	Thurs 31 March	Origin 7: Case Study: Volunteer Tourism	Examining a growing tourism market	
6	Tues 5 April	**Submit Essay #1 (by 11am)**		**No tutorials this week**
		Linkages 1: models of tourist travel	Overview of key models	
	Thurs 7 April	Linkages 2: patterns of tourist travel	Examples of domestic and international tourist travel	
7	Tues 12 April	Linkages 3: distribution channels	Introduction to distribution channels	Distribution channels: Booking travel **Introduction to essay #2**
	Thurs 14 April	Linkages 4: Tourism distribution channels: the consumer perspective	How do New Zealanders' book and purchase travel?	
		MID-TRIMESTER BREAK		
8	Tues 3 May	Destinations 1: introduction	The supply side and destination development	**Assignment feedback and discuss essay #2**
	Thurs 5 May	Destinations 2: models of destination development	Models, frameworks, and concepts	
9	Tues 10 May	Destinations 3: stakeholders in tourism	The roles of the public, private and third sector in tourism	Stakeholder relationships in tourism development: Rugby World Cup 2011
	Thurs 12 May	Destinations 5: transport	Travel modes and choice	
10	Tues 17 May	**Submit Essay #2 (by 11am)**		Transport and tourism development: Flying across the Tasman
		Destination 6: accommodation	Accommodation types, branding and quality	
	Thurs 19 May	Destinations 7: attractions	The visitor attraction system	
11	Tues 24 May	Guest lecture: Destination case study I - *Cesar Guala, VUW*	Ecotourism with Indigenous Communities in Chile	Classifying visitor attractions
	Thurs 26 May	Destinations 8: the community	Impacts and involvement of host communities in tourism	
12	Tues 31 May	Destination 9: destination case study II	Tourism development at Aoraki Mount Cook	Course review and exam preparation
	Thurs 2 June	Overview and Review	Course review and where to from here	

Assessment Requirements

Assignment	Title	Weight	Due Date
1	Essay #1	25%	Tuesday 5th April 2011 (11am)
2	Essay #2	25%	Tuesday 17th May 2011 (11am)
3	Final Examination	50%	Friday 10th June – Saturday 2nd July (inclusive)
	TOTAL	**100%**	

Essay #1 and Essay #2:

Objectives:

1) To provide the opportunity to follow-up selected tourism themes introduced in the lecture programme. The essays build upon material presented in lectures but require you to develop the topics much further through wider reading, analysis, and reflection. The first essay addresses broader issues that are fundamental to an introductory course on tourism management; the second enables you to focus on a specific area of interest.

2) To develop your skills in library research, synthesizing material from diverse sources, and essay writing.

Topics:

Essay #1 (due Tuesday 5th April 2011 by 11am)

Choose one question:

1. Why is it important to study tourism?

2. Choose either business travellers or visiting friends and relatives (VFR) and outline the main characteristics of your chosen market. Compare and contrast their motivations and travel behaviour to those of holidaymakers.

Essay #2 (due Tuesday 17th May 2011 by 11am)

Choose one question:

3. How does culture shape tourism demand and tourist behaviour? Use examples to illustrate your points.

4. Explain Butler's Destination Life-Cycle model and identify its strengths and weaknesses. How useful is the model as a framework for understanding destination development?

5. In 2005 news channel CNN suggested "the internet is making visits to travel agents a thing of the past", yet in 2009 an article in the Sydney Morning Herald found "the death of the travel agent has been greatly exaggerated". Discuss these statements in relation to the changing nature of tourism distribution channels.

6. How and why is the Third Sector (also known as the not-for-profit, nonprofit or voluntary sector) involved in tourism? Enhance your essay with examples where appropriate.

Essays must be **between 2000 and 2500 words long**, fully referenced in line with the *Guide for Tourism Management Courses*, and include – where appropriate – maps, graphs, and tables. Credit will be given for evidence of wide reading and the ability to develop, structure and present material, ideas and arguments clearly and effectively. Further guidance on essay topics, essay writing, and useful resources will be provided in the lectures and tutorials during week 2 and weeks 7 and 8 of the course. In addition, you are invited to raise any queries during any of the tutorials. For detailed guidance on referencing and essay format please consult the *Guide for Tourism Management Courses.*

Essay Preparation:

While we each have our own way of going about writing an essay, it may be useful to consider the following points:

1) Think carefully about what the topics/questions mean and how they might be tackled. What are the key points? What sort of material will you need? Read with a purpose to maximise the return on your efforts. This means having a good idea of what will be useful before you go to the library.

2) Read over the relevant lecture material and refer to the key references and basic texts before following up more specific sources. Consider using journals such as *Annals of Tourism Research, Tourism Management* and the *Journal of Travel Research* as well as books.

3) Having read and absorbed the relevant material, carefully think through the ideas you want to develop, and plan your essay before writing it. On completion, read through your essay carefully before submission to ensure:
    a. it is free of typographical and grammatical errors,
    b. that the references are complete,
    c. that tables and figures are named, sourced and linked into the text.

4) Organize your time for each of these tasks. Very few people are able to write good essays in one night.

Essays submitted by email or fax will not be accepted.

Further help on essay writing and planning: Student Learning Support Services (SLSS) is an excellent source of support for study skills. See their website for self-help resources and their programme of workshops: http://www.victoria.ac.nz/st_services/slss

Handing in Assignments

Assignments should be dropped in the relevant TOUR 101 Box on Level 2 of the Murphy Building (Kelburn Campus) in hard copy form by 11am on the due date. All completed assignments must have a cover sheet (see the *Guide for Tourism Management Courses*). You must also keep an electronic copy of your work. It is also wise to keep paper copies of your assignments for your own files. Failure to do so will jeopardise any claim by you that your work was submitted in the rare cases where your work goes astray.

Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the 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 <u>not</u> 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 in-tutorial cases; however essays must be individual submissions.

Examination

The final examination for this course will be scheduled at some time during the period Friday 10 June – Saturday 2 July (inclusive). **Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period**.

The 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 that will require you to draw on different concepts and themes covered in the course. All readings covered during the course are examinable.

Mandatory Course Requirements

To meet mandatory course requirements, students are required to:
a. Attend **8** of the **10** tutorial sessions;
b. Submit all assignments within the allowable timeframe (see the 'Penalties' section below); and
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

Assignments submitted after the due date (both late assignments and those with an authorised extension) need to be submitted to Helen Jiang, RH927 in Rutherford House, Pipitea Campus.

(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 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 one of the course co-ordinators, 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 one of the course co-ordinators by email or telephone 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 consistent across tutors and fair to students. In TOUR 101, the course coordinator will moderate the essay grading process so that it is fair to students. If you have a question about your grade, first talk to your tutor and then to the TOUR 101 course coordinator. As per FCA policy, students may ask for their written work to be remarked. The course coordinator will do the remarking and provide comments.

Application for remarks must be made within 5 days after the marks are available. To apply for a remark, complete the request for re-examination of assessed work form (see the assessment area of Blackboard) stating which sections you wish re-examined. Write on why you think the mark does not, in your view, fairly reflect the quality of your work. Hand this with your assignment the Tourism Management Administrator Helen Jiang in RH927, 9th floor of Rutherford House at Pipitea Campus. Allow up to 5 working days for remarking to be completed.

Referencing

There are many different styles of referencing. For tourism management courses, please refer to the 2010 version of the *Guide for Tourism Management Courses*. This document will be circulated in the first tutorial in TOUR 101 and a copy is 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

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.

Class Representatives

A class representative will be elected in the first class, and that person's name and contact details will be available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

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

Find key dates, explanations of grades and other useful information at www.victoria.ac.nz/home/study

Find out about academic progress and restricted enrolment at
http://www.victoria.ac.nz/home/study/academic-progress.aspx

The University's statutes and policies are available at www.victoria.ac.nz/home/about/policy, except qualification statutes, which are available via the Calendar webpage at
http://www.victoria.ac.nz/home/study/calendar.aspx (See Section C).

Further information about the University's academic processes can be found on the website of the Assistant Vice-Chancellor (Academic) at
www.victoria.ac.nz/home/about_victoria/avcacademic/default.aspx

AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support

http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx

Faculty of Commerce and Administration Offices

http://www.victoria.ac.nz/fca/studenthelp/

Manaaki Pihipihinga Programme

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