

Victoria Management School

TOUR 345 Tourist Behaviour

Trimester Two 2011

COURSE OUTLINE

Course Coordinator

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Trimester Dates

Teaching Period: Monday 11 July – Friday 14 October

Study Period: Monday 17 October – Thursday 20 October

Examination Period: Friday 21 October – Saturday 12 November (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before 22 July 2011.
2. The standard last date for withdrawal from this course is 23 September 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

Mondays and Thursdays 13:40 – 14:30 GB LT4

Tutorial Schedule

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

1. Monday 11:30 – 12:20 RWW 221
2. Monday 12:40 – 13:30 RWW 312
3. Monday 16:40 – 17:30 RWW 221
4. Thursday 11:30 – 12:20 RWW 129

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. An understanding of tourist behaviour will be useful to those students considering jobs in the field of visitor management and marketing.

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 types of typologies do researchers and marketers use to categorize 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 senior travellers, travellers with disabilities, backpackers, 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:

- 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 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 a 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

Course Delivery

Students are expected to attend two lectures each week (Monday and Thursday) and their allocated tutorial (once a week for ten weeks).

Expected Workload

Students can expect the workload to be approximately 13 hours per week of student work, including both scheduled contact time (lectures and tutorials) and preparatory work 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 Mondays and Thursdays (see page 2). 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 on **Friday 15 July**. 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 Active Considerer

Two short articles from Tourism New Zealand's website are included in the course reader. The first examines the Australian Active Considerer and the second addresses the Chinese Active Considerer.

Week 4

Class #7 – Senior Citizens and Travel

Glover, P., & Prideaux, B. (2009) Implications of Population Ageing for the Development of Tourism Products and Destination. *Journal of Vacation Marketing* 15(1): 25-37.

Class #8 – Travel and Accessibility

Lovelock, B. (2010) Planes, Trains and Wheelchairs in the Bush: Attitudes of People with Mobility-Disabilities to Enhanced Motorised Access in Remote Natural Settings. *Tourism Management* 31(3): 357-366.

Week 5

Class #9 – Tourist Behaviour and Culture

Ryan, C., & Zhang, Z. (2007) Chinese Students: Holiday Behaviours in New Zealand. *Journal of Vacation Marketing* 13(2): 91-105.

Class #10 – 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.

Week 6

Class #11 – Food and Tourist Behaviour

Gyimóthy, S., & Mykletun, R. (2009) Scary Food: Commodifying Culinary Heritage as Meal Adventures in Tourism. *Journal of Vacation Marketing* 15(3): 259-273.

Class #12 – Wine Tourists

Alonso, A., Fraser, R., & Cohen, D. (2008) Exploring Wine Tourism in New Zealand: The Visitors' Point of View. *Tourism Analysis* 13(2): 171-180.

Mid-Trimester Break

Week 7

Class #13 – 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 #14 – Adventure Tourists

Cater, C. (2006) Playing with Risk? Participant Perceptions of Risk and Management Implications in Adventure Tourism. *Tourism Management* 27(2): 317-325.

Week 8

Class #15 – The Visiting Friends and Relatives (VFR) Market

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

Class #16 – Business Travellers

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

Week 9

Class #17 – Tourist Behaviour and Technology

Gretzel, U., & Jamal, T. (2009) Conceptualizing the Creative Tourist Class: Technology, Mobility, and Tourism Experience. *Tourism Analysis* 14(4): 471-481.

Class #18 – 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 10

Class #19 – Tourist Behaviour and Customer Satisfaction

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

Class #20 – 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 11

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

Weaver, A. (2010) Vacations as Sweepstake Prizes: Tourism in the Service of Selling. *Tourism Review International* 13(4): 263-273.

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: (1) Discuss Essay #1 (2) Attracting Australians and Collaborating with Australia

Week #3: Tourist Typologies and Market Segmentation (Domestic Tourists in New Zealand)

Week #4: Travellers with Disabilities

Week #5: Tourist Behaviour and Culture

Week #6: Food and Wine Tourists

Mid-Trimester Break

Week #7: (1) Return Essay #1 (2) Discuss Essay #2 (3) Responsible Tourists

Week #8: VFR and Business Travellers

Week #9: Tourists and Technology

Week #10: Tourist Behaviour and Customer Satisfaction

Week #11: Tourism, Product Development, and Emerging Niche Markets

Week #12: No Tutorial

Readings

There is no textbook for this course. Booklets that contain 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 promote the development of certain attributes and skills (see pages 2 and 3). The two essays will provide students with an opportunity to engage with tourist behaviour research – and its applications – at an advanced level and to develop written communication skills further. Students will be rewarded for producing work that is clearly written, well organized, analytical, and thought provoking (evidence of critical thinking). Sound creative insight is also encouraged. The final examination will assess students' cumulative understanding of concepts addressed in the course. In addition, examinations test individual mastery of course material and critical thinking skills. Tutorial participation is an important component of TOUR 345; tutorials are a forum within which students can discuss, debate, and develop ideas relevant to the study and management of tourist behaviour. Students will be encouraged to think critically and creatively in tutorials as well.

There are three items of assessment in this course:

Assessment #1	Essay #1 25%	Due: noon August 16 th (Tuesday)
Assessment #2	Essay #2 25%	Due: noon September 27 th (Tuesday)
Assessment #3	Final Examination 50%	Exact date and time to be advised

The final examination for this course will be scheduled at some point during the period from Friday 21 October – Saturday 12 November 2011. **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 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. Why should tourism managers and marketers study the needs and preferences of travellers with disabilities? How could tourism providers better serve this market?

2. What measures should be taken by travel providers to improve the way in which they serve Chinese travellers? Why should these measures be widely adopted?

Options for Essay #2:

3. Why does the VFR market deserve more attention from tourism managers and marketers? What can be done to encourage this type of travel?
4. How have recent advances in information and communication technologies influenced tourist behaviour?

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. The ability to write clearly and accurately is an important part of the assessment. All assignments must have a cover sheet.

There are a number of books that will be helpful to you as you prepare your essays:

- Bowen, D., & Clarke, J. (2009) *Contemporary Tourist Behaviour: Yourself and Others as Tourists*. Wallingford, UK: CABI Publishing.
- 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.
- March, R., & Woodside, A. (2005) *Tourism Behaviour: Travellers' Decisions and Actions*. Wallingford, UK: CABI Publishing.
- Mazanec, J. *et al.*, eds. (2001) *Consumer Psychology of Tourism, Hospitality and Leisure. Volume 2*. Wallingford, UK: CABI Publishing.
- Meethan, K., Anderson, A., & Miles, S., eds. (2006) *Tourism, Consumption & Representation*. Wallingford, UK: CABI Publishing.
- Middleton, V., & Clarke, J. (2001) *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., & Mansfeld, Y., eds. (1999) *Consumer Behaviour in Travel and Tourism: Concepts and Analysis*. Oxford: Butterworth-Heinemann.
- Reisinger, Y., & Turner, L. (2003) *Cross-Cultural Behaviour in Tourism: Concepts and Analysis*. Oxford: Butterworth-Heinemann.
- Richards, G., & Wilson, J., eds. (2004) *The Global Nomad: Backpacker Travel in Theory and Practice*. Clevedon: Channel View Publications.
- Ryan, C. (2003) *Recreational Tourism: Demand and Impacts*. Clevedon: Channel View Publications.
- Swarbrooke, J., & Horner, S. (2007) *Consumer Behaviour in Tourism*. 2nd edition. Oxford: Butterworth-Heinemann.
- Swarbrooke, J., & Horner, S. (2001) *Business Travel and Tourism*. Oxford: Butterworth-Heinemann.
- Weiermair, K. *et al.*, eds. (2004) *The Tourism and Leisure Industry: Shaping the Future*. New York: Haworth Hospitality Press.
- Williams, C., & Buswell, J. (2003) *Service Quality in Leisure and Tourism*. Wallingford, UK: CABI Publishing.
- Woodside, A. *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 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.

Quality Assurance Note

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.

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 consistent across tutors and 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 in 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 2010 version of the *Guide for Tourism Management Courses*. A copy will be made available on Blackboard.

Class Representative

A class representative will be elected in the first class, and that person's name and contact details made 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.

Communication of Additional Information

Additional information or changes will be conveyed to students via Blackboard and/or an e-mail sent to the entire class. Please ensure the e-mail address that the FCA has your most up-to-date e-mail address.

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/>

Te Pūtahi Atawhai

Maori and Pacific Mentoring Programme

http://www.victoria.ac.nz/st_services/tpa/index.aspx