

School of Management

TOUR 345: TOURIST BEHAVIOUR

Trimester 2, 2013

COURSE OUTLINE

Course Coordinator

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Tutorial Administrator

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Trimester Dates

Teaching Period: Monday 15 July – Friday 18 October
Study Period: Monday 21 October – Thursday 24 October
Examination Period: Friday 25 October – Saturday 16 November (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before **Friday 26 July 2013**.
2. The standard last date for withdrawal from this course is **Friday 27 September 2013**. 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

Thursdays and Fridays 11:30 to 12:20 RH LT3

Tutorial Schedule

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

1. Thursday 12:40 to 1:30 RH G02
2. Thursday 1:40 to 2:30 RH G01
3. Thursday 2:40 to 3:30 RH G03
4. Friday 12:40 to 1:30 RH G03

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 fields of visitor management, services 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.

Prescription from the Online Course Catalogue

An examination of the behavioural characteristics underpinning tourism demand. Topics covered include motivations, expectations, tastes, and preferences as well as variations with respect to social factors such as age, gender, social class, ethnicity and culture.

Expected Workload

TOUR 345 is a 20-point course. Students are expected to devote a total of 200 hours to this course. The workload is approximately 13 hours per week, including both scheduled contact time (lectures and tutorials) and preparatory work outside of class. This preparatory work outside of class includes reading, tutorial-related tasks, and essay writing during the mid-trimester break as well as tasks related to course review during study week and the examination period.

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) demonstrate a breadth of tourism management expertise: managing tourism businesses, visitors, and impacts
- (d) 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) assess, appraise, and synthesise a range of tourism management issues, plans, and concepts
- (b) identify, access, and evaluate a range of information and data sources
- (c) undertake and apply research in tourism management
- (d) analyse, evaluate, and interpret tourism data (on businesses, destinations, and industry sectors)
- (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 Objectives

Graduates will be able to:

- (a) present original ideas and material effectively using a range of media
- (b) apply advanced written communication 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 individual and group decision making
- (b) develop an understanding of tourism leadership qualities and issues
- (c) acquire an appreciation for good leadership in the workplace through the practicum

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-Related 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
- demonstrate a theoretical and practical understanding of tourist behaviour
- understand applications of tourist behaviour research as well as the ethical implications of these applications
- use a variety of library-hosted research databases (for example, Hospitality & Tourism Complete and ProQuest)
- exchange ideas with their peers on topics related to tourist behaviour with confidence

Course Delivery

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

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 essay questions. 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 Sign-up Instructions (S-Cubed)

Tutorials will be held on Thursdays and Fridays (see page 1 of this course outline). There are no tutorials during the first and final weeks of the trimester. Please attend the tutorial for which you sign up.

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 mandatory requirements for the course (see page 8).** Exemptions from individual tutorials will only be granted with a medical certificate or in exceptional circumstances. 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 second week of the course (the week commencing 22 July 2013).

Tutorial sign-up will be via the online sign-up system called s-cubed (<https://signups.victoria.ac.nz>). Requirements to use this system:

1. You must be enrolled in the course for the tutorial you want to sign up for; and
2. You will need your SCS username and password.

Instructions regarding tutorial sign up can be accessed from the “key documents” section of the TOUR 345 Blackboard site.

You will be able to login and signup (or change your signup) anytime **between Monday 15 July at 10am and Friday 19 July at 4pm.**

You can view/confirm details of the sessions that you are enrolled and waitlisted for by clicking on “My Signups” on the left hand menu. Click on “Support” on the left hand menu if you are having problems.

Confirmation of your tutorial group will be posted on Blackboard on Monday 22 July after 11am.

If you miss the **Friday 19 July at 4pm** tutorial enrolment deadline you will need to contact the Tourism Management Group’s tutorial administrator, Bob Capistrano (robert.capistrano@vuw.ac.nz).

Your e-mail 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. You should detail all 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 receive your preferred tutorial time. If there are “exceptional circumstances” why you require a particular tutorial session these should be explained in the e-mail.

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

Bowen, D., & Clarke, J. (2009). *Contemporary Tourist Behaviour: Yourself and Others as Tourists*.

Wallingford, UK: CABI Publishing. Please read chapter 7: “The Driving Force of Motivation”.

Week 3

Class #5 – Tourist Typologies: Examples and Approaches

Mehmetoglu, M. (2004). Tourist or Traveller? A Typological Approach. *Tourism Review*, 59(3), 33-39.

Class #6 – The Active Considerer

Two short articles from Tourism New Zealand’s website will be distributed in class. 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 Destinations. *Journal of Vacation Marketing*, 15(1), 25-37.

Class #8 – Backpackers

Paris, C. (2012). Flashpackers: An Emerging Sub-Culture? *Annals of Tourism Research*, 39(2), 1094-1115.

Week 5

Class #9 – Backpackers and Social Interaction

Guest Speaker: Ina Reichenberger, PhD Candidate, Victoria University of Wellington

Murphy, L. (2001). Exploring Social Interactions of Backpackers. *Annals of Tourism Research*, 28(1), 50-67.

Class #10 – 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 6

Class #11 – Tourist Behaviour and Culture

Fountain, J., Espiner, S., & Xiaoyan, X. (2011). A Cultural Framing of Nature: Chinese Tourists' Motivations for, Expectations of, and Satisfaction with, their New Zealand Tourist Experience. *Tourism Review International*, 14(2/3), 71-83.

Class #12 – Tourist Behaviour and Technology

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

Mid-Trimester Break

Week 7

Class #13 – Business Travellers

McNeill, D. (2009). The Airport Hotel as Business Space. *Geografiska Annaler: Series B, Human Geography*, 91(3), 219-228.

Class #14 – The Visiting Friends and Relatives (VFR) Market

Backer, E. (2012). VFR Travel: It is Underestimated. *Tourism Management*, 33(2), 74-79.

Week 8

Class #15 – Food, Wine, and Tourist Behaviour

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

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

Class #16 – Adventure Tourists

Cater, C. (2006). Playing with Risk? Participant Perceptions of Risk and Management Implications in Adventure Tourism. *Tourism Management*, 27(3), 317-325.

Week 9

Class #17 – 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 #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 – Guest Speaker: Judy Chen, Director of Sales and Marketing, James Cook Hotel Grand Chancellor

Class #20 – Tourist Behaviour and Customer Satisfaction

Kozak, M., & Tasci, A. (2006). Intentions and Consequences of Tourist Complaints. *Tourism Analysis*, 11(4), 231-239.

Week 11

Class #21 – Guest Speaker: Dawn Muir, Marketing and Communications Manager, Carter Observatory

Class #22 – 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 12

Class #23 – Tourist Behaviour: Trends and Future Directions

Class #24 – Course Review and Examination Preparation

Readings

There is no textbook for this course. The readings can be obtained from the TOUR 345 Blackboard site. 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 (9th floor of Rutherford House).

Tutorial Schedule

Week #1: No Tutorial

Week #2: (1) Discuss Essay #1 (2) Medical Tourism and Medical Tourists

Week #3: Tourist Typologies and Market Segmentation

Week #4: Senior Travellers

Week #5: Backpackers

Week #6: Tourist Behaviour and Culture

Mid-Trimester Break

Week #7: (1) Return Essay #1 (2) Discuss Essay #2 (3) Business Travellers

Week #8: Food and Wine Tourists

Week #9: The UNWTO's Global Code of Ethics for Tourism

Week #10: Tourist Behaviour and Customer Satisfaction

Week #11: Tourism and Emerging Niche Markets

Week #12: No Tutorial

Assessment

There are four items of assessment in this course:

Assessment #1	Essay #1 (25%)	Due: noon August 21st (Wednesday)
Assessment #2	Essay #2 (25%)	Due: noon October 2nd (Wednesday)
Assessment #3	Tutorial Participation (10%)	Assessed throughout the trimester
Assessment #4	Final Examination (40%)	Exact date and time to be advised

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 addresses the question directly, is well organized, demonstrates critical and creative thinking, engages with the ideas featured in scholarly sources, and presents concepts and arguments clearly and effectively. All assignments must have a cover sheet. **Guidelines for the evaluation of the essays will be distributed in the first tutorial.**

Ten percent of your final grade will be determined by your participation in tutorial discussions throughout the course. In tutorial, learning takes place through knowledge sharing and peer interaction. Tutorial participation (reading the required material for each upcoming tutorial and reviewing the discussion questions provided) will enable you to get the most out of the tutorials. Tutorials are designed to provide students with the opportunity to gain a fuller understanding of important concepts, appraise ideas critically by talking them through with others, learn from other students, and develop oral communication skills.

Remember that material addressed in tutorial will be relevant to the final examination. Guidelines for the evaluation of tutorial participation will be distributed in the first tutorial. After the mid-trimester break, I will provide students with a provisional tutorial participation grade. This grade is the one they would receive if the course were to end after six weeks. The provisional grades are intended to provide students with some feedback about their performance in tutorial.

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. The final examination for this course will be scheduled at some point during the period from Friday 25 October – Saturday 16 November (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 final examination is worth 40% of the total marks available for this course. It is a 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 will not be accepted.**

Options for Essay #1:

1. Why should tourism managers and marketers study the needs and preferences of senior travellers? How could destinations and businesses better serve this market?
2. Explain the benefits of the backpacker market to New Zealand. What measures are – and should be – taken to attract and serve this market?

Options for Essay #2:

3. How do destinations and businesses currently serve the needs and preferences of business travellers? What more could be done to cater to this market?
4. How is food an important dimension of the tourist experience? What can be done to improve the food-related experiences of tourists in New Zealand?

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 is available on Blackboard.

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.
- Buhalis, D., & Darcy, S., (Eds.). (2011). *Accessible Tourism: Concepts and Issues*. Bristol: Channel View Publications.
- Decrop, A. (2006). *Vacation Decision-Making*. Wallingford, UK: CABI Publishing.
- Fullagar, S., Markwell, K., & Wilson, E., (Eds.). (2012). *Slow Tourism: Experiences and Mobilities*. Bristol: Channel View Publications.
- March, R., & Woodside, A. (2005). *Tourism Behaviour: Travellers' Decisions and Actions*. 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.

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 Travel and Tourism Marketing*, *Journal of Sustainable Tourism*, *Current Issues in Tourism*, *Journal of Tourism and Cultural Change*, *Tourist Studies*, *Tourism Recreation Research*, *Journal of Vacation Marketing*, and *Tourism Review International*. A number of the library databases should prove useful to you, including Hospitality and Tourism Complete, Leisure Tourism Database, and ProQuest.

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 Faculty of Commerce programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

Submission of Assignments

Assignments should be submitted to the TOUR 345 box (box # 21) 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

In addition to obtaining an overall course mark of 50 percent or better, students must:

- 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 percent 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.

If you cannot complete an assignment or sit a test or examination, refer to www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat

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) Please adhere to the word limit of 2,500 words for the TOUR 345 essays. The penalty will be 10% of the grade for an assignment which is 10% over the word limit.

Late assignments should be submitted to the School of Management Reception, RH 1022, Mon to Fri between 9 – 5pm.

Examinations

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 for this course will be scheduled at some time during the following period: **Friday 25 October – Saturday 16 November (inclusive)**

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. Class representatives from TOUR courses will be asked to join the tourism management group's student-staff consultation group for one trimester.

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 Faculty of Commerce has your most up-to-date e-mail address.

Student Feedback

Student feedback on University courses may be found at:
www.cad.vuw.ac.nz/feedback/feedback_display.php

Link to General Information

For general information about course-related matters, go to <http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

Note to Students

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 academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.
