

School of Management

TOUR 345 TOURIST BEHAVIOUR

Trimester 2, 2016

COURSE OUTLINE

Course Coordinator

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Administrator

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Class Times and Room Numbers

Tuesday and Friday from 12:40pm to 1:30pm (RH LT3)

Tutorial Times

1. Tuesday, 1:40pm to 2:30pm (GB G02)
2. Tuesday, 2:40pm to 3:30pm (GB G07)
3. Friday, 11:30am to 12:30pm (RWW 413)

Prescription

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.

Trimester Dates

Teaching Period: Monday 11th July – Friday 14th October

Study Period: Monday 17th October – Thursday 20th October

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

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 22nd July 2016.

2. The standard last date for withdrawal from this course is Friday 23rd September 2016. 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 or [online](#).

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.

Course Delivery

Students are expected to attend two lectures each week (Tuesdays and Fridays) 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.

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 Learning Objectives (CLOs) and Skills

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

1. analyse, appraise, and synthesise concepts relevant to the study of tourist behaviour
2. demonstrate a theoretical and practical understanding of tourist behaviour
3. understand applications of tourist behaviour research as well as the ethical implications of these applications
4. use a variety of library-hosted research databases (for example, Hospitality & Tourism Complete and ProQuest)
5. exchange ideas with their peers on topics related to tourist behaviour with confidence

Tutorial Sign-Up Instructions

The sign up for tutorials is through **myAllocator**. More information and the log on link is on this web page: <http://www.victoria.ac.nz/students/study/timetables/tutorial-sign-up>.

You will be advised by email when this is open and then you use your MyVictoria username and password to log on and then click on course link. If you have not been able to sign up by the **end of the first week of the course** please contact the Undergraduate Programme Manager, Garry Tansley (garry.tansley@vuw.ac.nz).

Class Schedule

Week 1

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

Class #2 – Tourist Behaviour: An Overview

Cohen, S., Prayag, G., & Moital, M. (2014). Consumer Behaviour in Tourism: Concepts, Influences and Opportunities. *Current Issues in Tourism*, 17(10), 872-909.

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

Weaver, A. (2015). Target Markets as Working Archetypes: Classifying Consumers at Tourism New Zealand. *Journal of Vacation Marketing*, 21(2), 163-174.

Week 4

Class #7 – Backpackers

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

Class #8 – 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 5

Class #9 – 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 #10 – Travel and Accessibility

Wan, Y. (2013). Barriers for People with Disabilities Visiting Casinos. *International Journal of Contemporary Hospitality Management*, 25(5), 660-682.

Week 6

Class #11 – Tourist Behaviour and Culture

Hsu, C., & Huang, S. (2016). Reconfiguring Chinese Cultural Values and their Tourism Implications. *Tourism Management*, 54, 230-242.

Class #12 – Tourist Behaviour and Technology

Ng, L., & Lee, Y-S. (2014). Confucian-Heritage Travel Bloggers: Chinese Singaporean and South Korean Perspectives. *Journal of Vacation Marketing*, 20(2), 149-162.

MID-TRIMESTER BREAK

Week 7

Class #13 – Tourist Behaviour and Customer Satisfaction

Sparks, B., & Browning, V. (2010). Complaining in Cyberspace: The Motives and Forms of Hotel Guests' Complaints Online. *Journal of Hospitality Marketing & Management*, 19(7), 797-818.

Class #14 – How Do Corporations 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 8

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

Backer, E. (2012). VFR Travel: It Is Underestimated. *Tourism Management*, 33(1), 74-79.

Class #16 – Business Travellers

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

Week 9

Class #17 – Tourist Behaviour and Responsible Tourism

Miller, G., Rathouse, K., Scarles, C., Holmes, K., & Tribe, J. (2010). Public Understanding of Sustainable Tourism. *Annals of Tourism Research*, 37(3), 627-645.

Class #18 – Guest Speaker: Bryn Lloyd, Manager Tourism, Museum of New Zealand Te Papa Tongarewa

Week 10

Class #19 – Food, Wine, 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 #20 – Guest Speaker: Dawn Muir, Product Marketing Lead, Department of Conservation

Week 11

Class #21 – Special Interest Tourism

Voigt, C., & Laing, J. (2010). Journey into Parenthood: Commodification of Reproduction as a New Tourism Niche Market. *Journal of Travel & Tourism Marketing*, 27(3), 252-268.

Class #22 – Guest Speaker: Judy Chen, Director of Sales and Marketing, James Cook Hotel Grand Chancellor

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.

Tutorial Schedule

Week #1: No Tutorial

Week #2: (1) Discuss Essay #1 (2) Halal Tourism

Week #3: Tourist Typologies and Market Segmentation

Week #4: Backpackers

Week #5: Senior Travellers

Week #6: Tourist Behaviour and Culture

Mid-Trimester Break

Week #7: (1) Return Essay #1 (2) Discuss Essay #2 (3) Customer Satisfaction

Week #8: VFR Travellers

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

Week #10: Food and Wine Tourists

Week #11: Tourism and Emerging Niche Markets

Week #12: No Tutorial

Assessment

There are four items of assessment in this course:

- 1. Assessment #1**

Essay #1 (25%) Due: **August 15th (Monday) at noon**

- 2. Assessment #2**

Essay #2 (25%) Due: **September 28th (Wednesday) at noon**

- 3. Assessment #3**

Tutorial Participation (10%) Assessed throughout the trimester.

- 4. 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 of this course outline). 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 (see CLOs #1 through to #4). 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 discussed in the first tutorial and made available to students via Blackboard.**

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 (see CLOs #1, #2, #3, and #5). **Remember that material addressed in tutorial will be relevant to the final examination. Guidelines for the evaluation of tutorial participation will be discussed in the first tutorial and made available via Blackboard.** 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 (see CLOs #1 through #3). 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 21st October – Saturday 12th 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.

Assessment Handbook

The Assessment Handbook will apply to all VUW courses: see

<http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

Essays

Essays should not exceed 2,500 words in length. **Essays submitted by e-mail will not be accepted.**

Options for Essay #1

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

Options for Essay #2:

3. What measures should be taken by tourism businesses to improve the ways in which they serve Chinese travellers? Why should these measures be widely adopted?
4. What are the benefits of the VFR market for destinations and businesses? What more could be done to cater to this market?

Submission of Essays

A paper copy of the essay should be submitted to Level 1 of the Railway Station (RWW). An electronic copy of the essay should also be submitted to the TOUR 345 Blackboard site. Student essays will be checked through the electronic search engine Turnitin.

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 via Blackboard.

Policy on Remarking

Every attempt is made to ensure that assignment marking is consistent and fair to students. If you have a question about your mark, talk to the course coordinator. Students may ask for their written work to be remarked; an application for remarking must be made within 5 working days of the marks becoming available.

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 the School of Management Reception, Room 1022, Level 10 Rutherford House, Pipitea Campus.

- (i) In fairness to other students, work submitted after any deadline will incur a penalty for lateness. **The penalty is 10% of the marks available** (marks available means what the assignment is worth i.e. 25% or 25 marks) for an assignment submitted after the due time or on the due date **for each part day or full day late**. For example, if an assignment is out of 25 (or worth 25% of the course grade) and the assignment receives 50%, then one day late means the mark will be out of 22.5 and the student will receive 50% of 22.5. This worked example uses 25 marks (or 25%) because the two essays assigned for TOUR 345 are each worth 25% of the final course grade. **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**.
- (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 **Adam Weaver**, providing documentary evidence of the reasons of their circumstances. All such applications must be made **before** the deadline and be accompanied by documentary evidence, e.g. 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 **Adam Weaver** 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 that is 10% over the word limit.

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 21st October – Saturday 12th November (inclusive)

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 so that they will have the opportunity to develop oral communication skills and to exchange ideas with peers, as outlined in the course learning objectives and skills
- b. obtain at least 40 percent of the final examination marks available in order to demonstrate that they have achieved the course learning objectives and skills that relate to the analysis of concepts, a theoretical and practical understanding of tourist behaviour, and relevant applications

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.

Please contact the course coordinator if exceptional personal circumstances mean that you are not able to meet the mandatory course requirements.

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

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.

Use of Turnitin

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Turnitin is an on-line plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and submitted to Turnitin. A copy of submitted materials will be retained on behalf of the university for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

Student Feedback

Students have responded positively to the topics addressed in the course (in class and in tutorial) and to the guest speakers. Some readings have been recently updated.

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

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 will be conveyed to students in class and via Blackboard.

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.
