Course Coordinator
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Administrator
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Trimester Dates
From Monday 14th July to 17th October 2014

Withdrawal from Course
1. Your fees will be refunded if you withdraw from this course on or before Friday 25th July 2014.
2. The standard last date for withdrawal from this course is Friday 26th September. 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
Fridays from 12:40pm to 3:30pm in RWW 221

Course Content
This course examines the consumption of tourism. Research that conceptualizes tourism as a consumable commodity (and tourists as consumers) has become more prevalent in recent years. The ideas and theories addressed in this course represent the state-of-the-art in the field. They also reflect different approaches to the study of tourists and tourism. With the exploration of the various concepts and themes addressed in this course, students will have the opportunity to examine tourist behaviour from both theoretical and practical perspectives.

Course Delivery
TOUR 403 is a discussion-based seminar course. Students are required to meet weekly on Fridays between 12:40pm and 3:30pm during the second trimester.
BTM (Hons)/MTM Learning Goals and Objectives

Learning Goal #1: Our graduates will possess and apply an advanced understanding of tourism management, be able to undertake and use research, and have a range of transferable skills.

Learning Objectives
Graduates will be able to:
(a) demonstrate a critical understanding of theoretical and applied aspects of tourism management;
(b) display an advanced appreciation for concepts and methods that inform the management of tourism organizations, businesses, and resources;
(c) design and conduct independent research;
(d) develop skills and knowledge that provide a solid platform for further postgraduate 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 analytically about tourism and its management;
(b) synthesize and evaluate a range of tourism management issues;
(c) access, evaluate and apply a range of information and data sources;
(d) 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 communicate ideas and research findings articulately and effectively in a range of written and oral formats.

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

Learning Objectives
Graduates will be able to:
(a) engage in effective decision making through their analytical, creative and communications skills and experience;
(b) demonstrate a mastery of a wide range of tourism management concepts and techniques.

Overall Course Objectives
The course objectives for TOUR 403 are:
- to understand a number of different theoretical approaches to the study of consumer behaviour in tourism
- to be able to discuss and critique research in this field
- to understand relationships between the concepts addressed in the course and “real world” issues
- to be able to convey ideas clearly in discussion and written work

Course Learning Objectives and Skills
On successful completion of the course, students will be able to:

- understand and appraise the breadth and scope of research that examines the consumption of tourism-related experiences
- develop and assess their own point of view with respect to the study of consumer behaviour in tourism through a careful reading of exemplary works
- evaluate theories and concepts and construct effective arguments in discussion and debate
- undertake research so that they will be better prepared for the demands of work and/or graduate-level study
• make worthwhile connections between theory and policy/marketing practice
• communicate with their peers in a professional and polished manner
• manage deadlines and their own independent projects

Expected Workload
This course is a 15-point course. According to the university’s assessment handbook, students are expected to devote a total of 150 hours to TOUR 403. Students taking this course are expected to meet certain requirements. Students are expected to attend all classes. Because the course will be run as a seminar, students are expected to contribute to class discussions each week. Seminar participation will be graded. Important announcements regarding the course will be made during class. All required tasks, such as assigned reading, are to be completed prior to class so that relevant issues and concepts can be discussed. Each week, the instructor will provide questions in order to guide class discussions for the following week.

Prescription
This course examines the various approaches to the phenomenon of tourism from the consumer's perspective. By doing so, the complex interrelationships between the psychological make-up of consumers and the social realities that surround them will be addressed. The course emphasises the importance of understanding consumer behaviour in developing marketing strategies for individual tourism products as well as destinations.

Readings
There is no set text for this course. Book chapters, articles, and other relevant material will be made available to students over the course of the trimester.

Seminar Schedule

Week #1 – Introduction: Expectations, Evaluation, and Preliminary Discussion

Week #2 – Tourism as Consumption, Tourists as Consumers


Week #3 – Travel, Identity, and the Shaping of the Self


Week #4 – Tourism and the Experience Economy


**Week #5 – The Chinese Outbound Tourist Market**


**Week #6 – Thanatourism and the Dark Side of Tourism Consumption**


**Mid-Trimester Break**

**Week #7 – Travellers with Disabilities and Access Tourism**


**Week #8 – Visiting Friends and Relatives (VFR) Travel**


**Week #9 – Creative Tourism, Creative Tourists, and the Creative Class**

**Week #11 – Responsible Tourism and Consumption**


**Week #12 – The Consumption of Gifts and Souvenirs**


**Assessment Requirements**

**Assessment #1** – Essay (45% of the final grade)
Due Date: **Thursday, 21 August at 4pm**

**Assessment #2** – Essay (45% of the final grade)
Due Date: **Thursday, 2 October at 4pm**

**Assessment #3** – Seminar Participation (10% of the final grade)
Assessment Period: **Friday, 18 July to Friday, October 17 (inclusive)**

**Assessment #1: Instructions**

For **assessment #1**, please write an essay that addresses one of the three questions below. You will find that our weekly class readings will assist you in answering the essay questions. Your essay should be between 3,000 and 3,500 words in length. The due date is **Thursday, 21 August at 4pm**.

1. How do tourists use travel to shape their own identities? Why is it important that tourism managers and marketers understand the way in which travel shapes identity?

**Other Recommended Sources:**

2. What is the “experience economy”? Why is it important for tourism managers and marketers to understand concepts related to the experience economy?

Other Recommended Sources:

3. Why should tourism businesses and destinations improve the way in which they serve Chinese travellers? What measures should be taken?

Other Recommended Sources

Assessment #2: Instructions
For assessment #2, please write an essay that addresses one of the three questions below. You will find that our weekly class readings will assist you in answering the essay questions. Your essay should be between 3,000 and 3,500 words in length. The due date is Thursday, 2 October at 4pm.

1. Why does the VFR market deserve more attention from tourism managers and marketers? What can be done to encourage this type of travel?
Other Recommended Sources


2. Why should tourism managers and marketers study the needs and preferences of travellers with disabilities? How could tourism businesses better serve this market?

Other Recommended Sources


3. What is “creative tourism”? Why should this type of tourism be understood by people responsible for marketing and product development?

Other Recommended Sources:


Assessment #3: Instructions

The seminar participation grades are a function of preparation for class, listening to the contributions of one’s peers, and responding to – and building on – comments made by others. Students are expected to answer the weekly discussion questions (by contributing to the seminar discussions) and offer informed opinions in class based on a careful reading of the assigned journal articles and book chapters. To practice critical and creative thinking, one must take the risk of sharing one’s views and be prepared to receive, and respond to, feedback from others regarding the quality of your ideas. 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. Guidelines for the evaluation of seminar participation will be distributed in the first class.

An Important Note about Assessment


In particular, there will be a new grade scheme, in which the A+ range will be 90-100% and 50-54% will be a C-.

Submitting Assignments

Students must prepare two copies of each essay and keep the second copy for their own reference. Students should keep an electronic copy of their essays archived in case the original 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. Please submit your essays to Luisa Acheson or one of the staff members at the School of Management’s reception desk (RH 1022).

Mandatory Course Requirements

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

a. attend all classes, and
b. submit all assignments within the allowable timeframe (see the “penalties” section below)

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.

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

In fairness to other students, work submitted after any deadline will incur a penalty for lateness.

(i) 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 (including weekends). 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) Extensions will only be granted under special circumstances. Students who wish to apply for an extension must contact the course coordinator before the due date. Students who
apply for an extension due to illness must obtain a medical certificate. Medical certificates must specify that the student is “unfit to study”. Medical certificates must also indicate the duration of the illness. Please take note: workload pressures and computer problems are not a case for extension. Please submit late assignments to the School of Management’s reception desk (RH 1022) or the course coordinator (Adam Weaver).

(iii) 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.

(iv) 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 a 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, 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.

(v) 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.

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.

Class Representative
A class representative has already been elected for the 400-level tourism management courses. The 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 via e-mail or in class.

Student Feedback
Students have responded positively to the readings assigned in the course, to the written questions that are provided by the instructor(s) in order to guide reading each week, and to the nature of the in-class discussions. 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.

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