School of Management

TOUR 401

RECENT ADVANCES IN TOURISM

Trimester 1, 2015

COURSE OUTLINE

Course Coordinator
Dr Adam Weaver
Room: RH 917, Rutherford House
Telephone: 463 5375
E-mail: adam.weaver@vuw.ac.nz
Office hours: Tuesdays from 9am to 11am or by appointment

Administrator
Luisa Acheson
Room: RH 1022, Rutherford House
Telephone: 463 5720
E-mail: luisa.acheson@vuw.ac.nz

Trimester Dates
From Monday 2nd March to Friday 5th June

Withdrawal from Course
1. Your fees will be refunded if you withdraw from this course on or before Friday 13th March 2015.

The standard last date for withdrawal from this course is Friday 15th May. 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.

Class Times and Room Numbers
Tuesdays from 12:40pm until 3:30pm in RWW 126.

Course Delivery
The course is a seminar with active student participation.

Expected Workload
Students are expected to devote 150 hours to this 15-point course, including 3 hours of class contact time per week during the trimester.
**Prescription**
This course seeks to foster a critical appreciation of the tourism literature and to expose students to recent advances in tourism research. The course focuses on developing a systematic approach to the study of tourism, using frameworks and formulating critiques. It also concentrates on recent advances in selected areas of tourism research and the emergence of new themes.

**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 401 are:
- to foster a critical appreciation of the tourism literature
- to expose students to recent advances in tourism research
- to provide opportunities to discuss and debate ideas relating to advances in this field
Course Learning Objectives and Skills
On successful completion of the course, students will be able to:

- think critically, conceptually, and systematically about contemporary tourism issues
- access, synthesize, and critique information and ideas relating to recent advances in tourism
- communicate their own ideas concisely, cogently, and effectively
- engage in constructive debate and discussion about a wide range of tourism matters and thereby develop their leadership skills

Course Content
This course aims to develop a more critical appreciation of recent advances in tourism research through focused reading and critiques of selected concepts. Emerging trends relevant to the study and management of tourism are examined. The course is structured thematically. For the most part, it has a demand-side focus, reflecting the expertise of the course coordinator.

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 401. 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.

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

Seminar Schedule

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


This article is not a required reading. Rather, it addresses – very broadly – some of the topics addressed in this course. This article should be of interest (and of use) to those seeking an overview of recent research in the field of tourist behaviour. It might be worthwhile consulting this article prior to starting your essays for this course.

Week #2 – Tourism and Service-Dominant Logic

Week #3 – Tourists and Blogs


Week #4 – Muslim Travellers


Week #5 – The Chinese Outbound Tourist Market


Mid-Trimester Break

Week #6 – Tourism, Niche Markets, and Niche Marketing


Week #7 – Travellers with Disabilities and Access Tourism

Week #8 – Tourist Complaints


Week #9 – Tourism and Shopping


Week #10 – Responsible Tourism and Consumption


Week #11 – The Consumption of Gifts and Souvenirs


Week #12 – Recent Industry Research

For this class, we will read a small selection of recent tourism industry reports. Please contact me if there is an industry report you wish to read. Perhaps you will come across one or two during the course of the trimester that you would recommend. I will provide you with copies of the industry reports we will read prior to the final week of the class.

Assessment Requirements

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

**Assessment #2** – Essay (45% of the final grade)
Due Date: **Wednesday, 20 May at 4pm**

**Assessment #3** – Seminar Participation (10% of the final grade)
Assessment Period: **Tuesday, 3 March to Tuesday, June 2 (inclusive)**
**Assessment #1: Instructions for the First Essay**

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 **Wednesday, 1 April at 4pm**.

1. **What is service-dominant logic?** Summarize and critically evaluate the main features of this paradigm as it relates to tourism and identify avenues for future research.

**Other Recommended Sources**


2. **What are travel blogs?** How have blogs been studied by tourism scholars to date and what could be done to advance blog-related research?

**Other Recommended Sources**


3. **Explain how the study of Muslim travellers has advanced in recent years.** Why have these advances taken place and how might the study of Muslim travellers continue to advance?

**Other Recommended Sources**


**Assessment #2: Instructions for the Second Essay**

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 **Wednesday, 20 May at 4pm**.

1. **What are the main issues addressed by researchers who study travellers with disabilities?**
   What issues are worthy of future research and why do you believe these issues are worthy of scholarly attention?

**Other Recommended Sources**


2. **What are common tourist complaints?** How and why should they be addressed?

**Other Recommended Sources**


3. What types of shopping are available to tourists? How and why is tourist shopping encouraged?

Other Recommended Sources


There is a distinct possibility that my essay questions (for both assessment #1 and assessment #2) do not appeal to you. As a result – and given that the scope of the course is broad – I am willing to allow you to prepare your own essay. Students who wish to prepare their own essay question must meet with me. You will need to draft your essay question and I will need to review and approve it. I would also ask that you provide me with a list of scholarly sources you plan to consult so that we can determine if there is an adequate amount of material to support your research.

In addition, you are welcome to re-word the questions I have prepared (see above). I will, however, need to approve your revisions to my essay questions.

**Assessment #3: Seminar Participation**
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 industry publications. 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.**
Grading Guidelines
The following broad indicative characterisations of grade will apply in grading assignments and the exam:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Normal range</th>
<th>Midpoint</th>
<th>Indicative characterisation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pass</td>
<td>A+ 90%–100%</td>
<td>95</td>
<td>Outstanding performance</td>
</tr>
<tr>
<td></td>
<td>A 85%–89%</td>
<td>87</td>
<td>Excellent performance</td>
</tr>
<tr>
<td></td>
<td>A- 80%–84%</td>
<td>82</td>
<td>Excellent performance in most respects</td>
</tr>
<tr>
<td></td>
<td>B+ 75%–79%</td>
<td>77</td>
<td>Very good performance</td>
</tr>
<tr>
<td></td>
<td>B 70%–74%</td>
<td>72</td>
<td>Good performance</td>
</tr>
<tr>
<td></td>
<td>B- 65%–69%</td>
<td>67</td>
<td>Good performance overall, but some weaknesses</td>
</tr>
<tr>
<td></td>
<td>C+ 60%–64%</td>
<td>62</td>
<td>Satisfactory to good performance</td>
</tr>
<tr>
<td></td>
<td>C 55%–59%</td>
<td>57</td>
<td>Satisfactory performance</td>
</tr>
<tr>
<td></td>
<td>C- 50%–54%</td>
<td>52</td>
<td>Adequate evidence of learning</td>
</tr>
<tr>
<td>Fail</td>
<td>D 40%–49%</td>
<td>45</td>
<td>Poor performance overall, some evidence of learning</td>
</tr>
<tr>
<td></td>
<td>E 0%–39%</td>
<td>20</td>
<td>Well below the standard required</td>
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Other Matters Related to Assessment

The essays you write for this course will address the first three course learning objectives for TOUR 401. Seminar participation addresses the course’s four course learning objectives (see page 2 of the course outline).

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: 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 and dates of submission, and thus student study plans should take account of course requirements across all courses. 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.

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.

Policy on Re-Marking Assignments
Every attempt is made to ensure that the marking of assignments is consistent and fair to students. If you have a question about your grade, first talk to the course coordinator. As per Victoria Business School policy, students may ask for their written work to be re-marked. Requests for a re-mark must be made within 14 days after the grades are made available. Please submit the request to the course coordinator (Adam Weaver). Allow up to 5 working days for re-marks to be completed.

Class Representative
A class representative will be elected for the 400-level tourism management courses. This representative provides a communication channel to liaise with the course coordinator on behalf of students.

Communication of Additional Information
Additional information about the course will be communicated to students either in class or via e-mail.
Student Feedback
Adam Weaver is teaching TOUR 401 for the first time this year. Previously, the course had been taught by Doug Pearce.

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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