

VICTORIA UNIVERSITY OF WELLINGTON  
*Te Whare Wānanga o te Ūpoko o te Ika a Māui*



Victoria Management School

## **TOUR 402**

**Tourism Research Methods**

Trimester 1 2005

## **COURSE OUTLINE**

### **COURSE COORDINATOR**

Professor Doug Pearce

Room: RH 921, Rutherford House

Phone: 463 5715

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### **ADMINISTRATION ASSISTANT**

Linda Walker

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### **LECTURE TIME AND LOCATION**

#### **Lectures**

**Wednesday 1:40 – 4.30pm RH G04**

## **COURSE OBJECTIVES**

This paper provides a broad introduction to tourism research methods. Its basic goals are to develop students' ability to undertake tourism research, to foster a critical appreciation of the research of others and to explore the applications of research. In these ways TOUR 402, with TOUR 401, underpins other 400 tourism courses, the dissertation (TOUR 410) and the MTM thesis.

The course begins by providing an introduction to issues which arise in undertaking tourism research and, using the concept of the research cycle as its underlying framework, systematically examines different facets of research – from problem formulation through data collection and analysis to interpretation and application – and different approaches to tourism research. It combines both theory and practice, the emphasis shifting to the latter as the course progresses, and concludes with presentations of your own research projects (see attached programme).

## **ASSESSMENT**

### **1) Research critique**

The objective of this exercise is to foster your understanding of aspects of the research cycle and to develop a critical appreciation of the research of others.

Select any two research papers from the following journals – **Annals of Tourism Research, Journal of Sustainable Tourism, Journal of Travel Research, Tourism Economics, Progress in Tourism and Hospitality Research, Tourism Management** – and present a carefully reasoned critique of each focusing on the following points:

- 1) Is there a clear statement of the problem or topic being examined? What is it?
- 2) What is the theoretical basis of the paper?
- 3) Is the paper set effectively in the broader literature?
- 4) What methodology has been used and is it appropriate?
- 5) What type and sources of data have been used?
- 6) What means of analysis have been employed?
- 7) Are the results presented clearly and interpreted effectively. Have the objectives been met?
- 8) What is your overall evaluation of the paper – their strengths and weaknesses?
- 9) What are the similarities and differences exhibited by these two papers? Why do they occur?

Credit will be given for your ability to demonstrate an understanding of broader research issues in making your assessment of the papers critiqued. Your critique should not exceed 2500 words. While the assessment will be based on the written essay, you should also be prepared to present and debate your findings in class.

Assessment: **30%** of the final grade.

**Due date: Wednesday March 23 at 1:40pm.**

## **2) Research Project**

The aim of the research project is to provide experience in tourism research and the opportunity to follow up a topic of personal interest. A topic in any field of tourism may be selected. Projects should be based essentially on primary data sources and should demonstrate:

- 1) the ability to formulate a clear problem statement, indicating the academic context of the work and/or its practical implications;
- 2) an appropriate research design and appropriate research methods;
- 3) a critical appraisal of the data used;
- 4) accurate and effective analysis and presentation of the data collected;
- 5) clear and logical interpretation of the results obtained;
- 6) the ability to produce a well-written and structured report.

Twenty minutes will be given for presentation and ten minutes for discussion. The written report should not exceed 4000 words (plus tables, figures etc).

Assessment: **70%** of the final grade.

**The reports will be presented on May 11 and 18.**

To pass the course, both assignments must be completed on time with an overall passing grade.

## **READINGS**

Selected readings and references will be given throughout the course.

<b>WEEK</b>	<b>402 Programme</b>
<b>1</b> 23 February	Introduction to tourism research <ul style="list-style-type: none"> <li>- concepts of research cycle</li> <li>- set Dann &amp; P. Pearce readings</li> <li>- set research critique exercise</li> </ul>
<b>2</b> 2 March	Formulating a research problem <ul style="list-style-type: none"> <li>- discussion of Dann &amp; P. Pearce readings</li> <li>- reviewing the literature</li> <li>- set Walle &amp; P. Pearce readings</li> </ul>
<b>3</b> 9 March	Approaches to tourism research <ul style="list-style-type: none"> <li>- discussion of Walle &amp; P. Pearce readings</li> <li>- discussion of broader research issues</li> </ul>
<b>4</b> 16 March	Comparative studies in tourism research <ul style="list-style-type: none"> <li>- focus on comparative studies to reinforce concept of research cycle and illustrate characteristics of a particular approach</li> </ul>
<b>5</b> 23 March	Presentation of research critiques Introduction to research projects
	MID-SEMESTER BREAK
<b>6</b> 13 April	Research issues in New Zealand tourism
<b>7</b> 20 April	Applied tourism research <ul style="list-style-type: none"> <li>- meeting with tourist organization representatives to discuss application of research and research needs and opportunities.</li> </ul>
<b>8</b> 27 April	Tourism data <ul style="list-style-type: none"> <li>- characteristics and collection, including use of multiple data sources</li> </ul>
<b>9</b> 4 May	Analytical frameworks for tourism
<b>10</b> 11 May	Presentation of research projects
<b>11</b> 18 May	Presentation of research projects
<b>12</b> 25 May	Overview and where to from here

## General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly those regarding assessment and course of study requirements, and formal academic grievance procedures.

### Student Conduct and Staff Conduct

The Statute on Student Conduct together with the Policy on Staff Conduct ensure that members of the University community are able to work, learn, study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute on Student Conduct contains information on what conduct is prohibited and what steps can be taken if there is a complaint. For queries about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor. This Statute is available in the Faculty Student Administration Office or on the website at: [www.vuw.ac.nz/policy/StudentConduct](http://www.vuw.ac.nz/policy/StudentConduct).

The policy on Staff Conduct can be found on the VUW website at: [www.vuw.ac.nz/policy/StaffConduct](http://www.vuw.ac.nz/policy/StaffConduct).

### Academic Grievances

If you have any academic problems with your course you should talk to the tutor or lecturer concerned or, if you are not satisfied with the result of that meeting, see the Head of School or the Associate Dean (Students) of your Faculty. Class representatives are available to assist you with this process. If, after trying the above channels, you are still unsatisfied, formal grievance procedures can be invoked. These are set out in the Academic Grievances Policy which is published on the VUW website: [www.vuw.ac.nz/policy/AcademicGrievances](http://www.vuw.ac.nz/policy/AcademicGrievances).

### Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means **no cheating**. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. Plagiarism is **prohibited** at Victoria.

The University defines plagiarism as follows:

Plagiarism is presenting someone else's work as if it were your own, whether you mean to or not.

*'Someone else's work' means anything that is not your own idea, even if it is presented in your own style. It includes material from books, journals or any other printed source, the work of other students or staff, information from the Internet, software programmes and other electronic material, designs and ideas. It also includes the organization or structuring of any such material.*

### ***Plagiarism is not worth the risk.***

Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct ([www.vuw.ac.nz/policy/studentconduct](http://www.vuw.ac.nz/policy/studentconduct)) and may be penalized severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- suspension from class or university
- cancellation of your mark for an assessment or a fail grade for the course.

Find out more about plagiarism and how to avoid it, on the University's website at: [www.vuw.ac.nz/home/studying/plagiarism.html](http://www.vuw.ac.nz/home/studying/plagiarism.html).