



Victoria Management School

**TOUR 380**  
**TOURISM RESEARCH**

Trimester 2 2005

**COURSE OUTLINE**

**COURSE CO-ORDINATOR**

**Dr Christian Schott**

Room: RH 924, Rutherford House  
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**LECTURER**

**Dr Adam Weaver**

Room: RH 917, Rutherford House  
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**ADMINISTRATION ASSISTANT**

**Linda Walker**

Room: RH 927, Rutherford House  
Phone: 463 5720  
Email: linda.walker@vuw.ac.nz  
Working Hours: 9.00-3.30 Mon-Fri

## LECTURE TIME AND LOCATION

Lectures	Time	Lecture Theatre
Monday	10.30 – 11.20am	RLWY129
Wednesday	3.40 – 5.30pm	RLWY129

### Computer Workshops

Computer workshops will take place during Wednesday lectures, from week 5 (3rd August) through to week 7 (31st August). Also one Monday lecture will be used as a computer workshop – 29th August. All workshops will take place in cybercommon RLWY202.

All important announcements concerning alterations to the lecture programme and workshops will be presented in the lectures or posted on the notice board on the Mezzanine Level of Rutherford House. Additional source material and readings will also be distributed in the lectures.

### Final Examination

The final examination will be during the trimester 2 examination period: 14<sup>th</sup> October – 5<sup>th</sup> November 2005.

## COURSE OBJECTIVES

By the end of this course you will:

- ✓ Have developed an appreciation of the role of research in the study and management of tourism.
- ✓ Be familiar with all stages of the research process from problem formulation through to the analysis and ultimately the application of research findings.
- ✓ Be able to understand and evaluate different approaches to tourism research, as well as use a range of appropriate methodologies.
- ✓ Have acquired group work skills and experience in applied tourism research.

## COURSE CONTENT

*“Research is about enquiry, about discovery, about revealing something that was previously unknown or testing the validity of existing knowledge. Good research adds to our body of knowledge. Research is therefore a creative process, and the researcher is engaged in producing something original”* (Finn, *et al.*, 2000:xv)

In this course learning is based on: (1) formal instruction in research approaches and techniques, (2) workshops on research design and logistics, and (3) on students conducting primary research. The course will also expose students to a software package specifically designed for data analysis and data manipulation (SPSS). The assessment for this course is based on an end-of-course exam as well as on two research projects. The first is a group project that provides students with experience in both the collection and analysis of primary survey data, while the second is an individual project that will focus on observation-based research.

**Full and active participation in all activities is a course requirement.**

<b>Date</b>	<b>Monday 10.30-11.20 am (RLWY129)</b>	<b>Date</b>	<b>Wednesday 3.40-5.30 pm (RLWY129)</b>
<i>Week 1 4 July</i>	Introduction to tourism research	<i>6 July</i>	I. Research cycle and ethics II. Introduction to quantitative research
<i>Week 2 11 July</i>	Sampling	<i>13 July</i>	I. Questionnaire development II. Introduction to survey project
<i>Week 3 18 July</i>	Survey project workshop	<i>20 July</i>	I. Survey project workshop II. Finalise questionnaire
<i>Week 4 25 July</i>	Coding and project logistics	<i>27 July</i>	I. Data analysis II. Introduction to SPSS
<i>Week 5 1 Aug.</i>	Data interpretation & report writing	<i>3 Aug.</i>	I. SPSS workshop (RLWY202) II. SPSS workshop (RLWY202)
<i>Week 6 8 Aug.</i>	Analysis logistics	<i>10 Aug.</i>	I. Analysis workshop (RLWY202) II. Analysis workshop (RLWY202)
<b><i>Study Break</i></b>			
<i>Week 7 29 Aug.</i>	SPSS workshop and Introduction to Assessment 2 (RLWY202)	<i>31 Aug.</i>	I. SPSS & Data Analysis Help Session II. SPSS & Data Analysis Help Session Both in RLWY202
<i>Week 8 5 Sept.</i>	Observational Research	<i>7 Sept.</i>	I. Observational Research Workshop II. Observational Research Workshop
<i>Week 9 12 Sept.</i>	The Study of Travel Texts	<i>14 Sept.</i>	I. Travel Texts Workshop II. Assessment 2 Help Session
<i>Week 10 19 Sept.</i>	Interviews and Tourism Research	<i>21 Sept.</i>	I. Interview Workshop II. Assessment 2 Help Session
<i>Week 11 26 Sept.</i>	Other Qualitative Methods	<i>28 Sept.</i>	I. Workshop II. Workshop
<i>Week 12 3 Oct.</i>	Applications of Research	<i>5 Oct.</i>	I. & II. Course review

## **RECOMMENDED READINGS**

Useful general introductions to tourism research include:

Brent Ritchie, J. R. and Goeldner, C. R. (1994) eds Travel, Tourism, and Hospitality Research: A Handbook for Managers and Researchers. New York; John Wiley and Sons

Brunt, P. (1997) Market Research in Travel and Tourism. Oxford: Butterworth-Heinemann

Finn, M.; Elliott-White, M. and Walton, M. (2000) Tourism and Leisure Research Methods. Harlow: Longman

Hay, I. (2000) ed. Qualitative Research Methods in Human Geography. Melbourne: Oxford University Press

Ryan, C. (1995) Researching Tourist Satisfaction: issues, concepts, problems. London: Routledge

Veal, A. J. (1997) Research Methods for Leisure and Tourism: A Practical Guide. London: Financial Times Management

A useful introductory resource for statistics:

Buglear, J. (2000) Stats to go: a Guide to Statistics for Hospitality, Leisure and Tourism. Oxford: Elsevier Butterworth-Heinemann

*Additional reading and specific references will be provided throughout the course.*

## **STUDENT CONTACT DETAILS**

Please ensure you have your current contact details correctly recorded, including e-mail and daytime phone numbers. You can check and amend your details by going to the students section of the VUW website at <http://studentvuw.vuw.ac.nz/>. Click on the student records link, enter your student ID and PIN. Finally click on the appropriate link to update your records.

## ASSESSMENT

<b>Assessment</b>	<b>Weighting</b>	<b>Date due</b>
Survey report	30%	2 September at 4pm
Individual research project	30%	23 September at 4pm
Final Exam	40%	tba

*You can apply for use of dictionaries in the exam.*

### **Assessment 1 – Survey Report**

This assessment will take the form of a group project with individual assessment. Full details of the assignment will be provided in class during week 2 (13 July).

### **Assessment 2 – Individual Research Project**

Students will be asked to conduct a short observation-based study. Full details of the assignment will be discussed in class during week 7 (29 August).

Please make sure that your assignment is consistent with the *Tourism Management Style Guide*.

## PENALTIES FOR LATE ASSIGNMENTS

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). Work will not be accepted more than 7 days after the due date. Students who do not submit an assignment before the 7 days have elapsed will not gain terms.

Extensions will only be granted under special circumstances by the course co-ordinator. 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” or “unfit to sit an examination.” Medical certificates must also indicate the period of time involved. Please take note: workload pressures and computer problems are not a case for extension.

Please submit late assignments to Linda Walker (Rutherford House, Room 927, telephone: 463 5720). Her office hours are from 9 to 3:30 (Mon-Fri).

## MANDATORY COURSE REQUIREMENTS (TERMS)

To fulfil the mandatory paper requirements for this paper you must:

1. Participate in research and produce the required data and material as set by the lecturer
2. Submit all assignments

## ADDITIONAL INFORMATION

Notices for this paper will be posted on the Tourism Management notice board on the Mezzanine level of Rutherford House and on the Blackboard website at <http://blackboard.vuw.ac.nz/>.

Left-over copies of material handed out in lectures will be made available in front of room 927 on the 9<sup>th</sup> floor of Rutherford House.

### **Faculty of Commerce and Administration Offices**

#### Railway West Wing (RWW) - FCA Student Administration Office

The Student Administration Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications.

#### Easterfield (EA) - FCA/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce & Administration and Law is situated in the Easterfield Building - it includes the ground floor reception desk (EA005) and offices 125a to 131 (Level 1). The office, will be open from 9:00 am to 5:00 pm during Trimester 2, offers the following:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- FCA Student Administration forms (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

Please note:

There will be a Student Administration Adviser, from the RWW office, based in EA005 from Monday 27 June to Friday 1 July (9:00 am to 5:00 pm) and from Monday 4 July to Friday 22 July (11:00 am to 1:00 pm).

## **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).

### **Students with Disabilities**

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities an equal opportunity with all other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or recurring) that may impact on your ability to participate, learn and/or achieve in lectures and tutorials or in meeting the course requirements, then please contact the Course Coordinator as early in the course as possible. Alternatively you may wish to approach a Student Adviser from Disability Support Services to confidentially discuss your individual needs and the options and support that are available. Disability Support Services are located on Level 1, Robert Stout Building, or phoning 463-6070, email: [disability@vuw.ac.nz](mailto:disability@vuw.ac.nz). The name of your School's Disability Liaison Person can be obtained from the Administrative Assistant or the School Prospectus.

### **Student Support**

Staff at Victoria want students' learning experiences at the University to be positive. If your

academic progress is causing you concern, please contact the relevant Course Co-ordinator, or Associate Dean who will either help you directly or put you in contact with someone who can.

The Student Services Group is also available to provide a variety of support and services. Find out more at [www.vuw.ac.nz/st\\_services/](http://www.vuw.ac.nz/st_services/) or email [student-services@vuw.ac.nz](mailto:student-services@vuw.ac.nz).

VUWSA employs two Education Coordinators who deal with academic problems and provide support, advice and advocacy services, as well as organising class representatives and faculty delegates. The Education Office is located on the ground floor, Student Union Building, phone 463 6983 or 463 6984, email [education@vuwsa.org.nz](mailto:education@vuwsa.org.nz).

### **Maori and Pacific Mentoring programme (Manaaki Pihipihinga)**

This is a free programme of mentoring for Maori and Pacific students doing first year courses within the Faculty of Commerce and Administration. Weekly one hour mentoring sessions: drafting and editing assignments/discussing any questions that you might have from tutorials or lectures and going over every aspect of essay writing, either in small group sessions or on a one-to-one basis.

This includes:

- A computer suite hooked up to cyber commons for students to use to produce their assignments.
- Regular skill-based workshops with a learning adviser from Student Learning Support Services.
- Networking with other Maori and Pacific support groups throughout the university.

For more information please contact:

Melissa Dunlop, Programme Coordinator

Ph: 463 6015 or Email: [Maori-Pacific-Mentoring@vuw.ac.nz](mailto:Maori-Pacific-Mentoring@vuw.ac.nz)