



Victoria Management School

TOUR 402

Tourism Research Methods

Trimester 1 2006

COURSE OUTLINE

COURSE COORDINATOR

Professor Doug Pearce
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ADMINISTRATION ASSISTANT

Linda Walker
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Office Hrs: 9 to 3:30 Mon-Fri

LECTURE TIME AND LOCATION

Lectures

Tuesday 9:30 to 12:20pm RWW 315

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

0) 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:

- 0) Is there a clear statement of the problem or topic being examined? What is it?
- 1) What is the theoretical basis of the paper?
- 2) Is the paper set effectively in the broader literature?
- 3) What methodology has been used and is it appropriate?
- 4) What type and sources of data have been used?
- 5) What means of analysis have been employed?
- 6) Are the results presented clearly and interpreted effectively. Have the objectives been met?
- 7) What is your overall evaluation of the paper – their strengths and weaknesses?
- 8) 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: Tuesday March 28 at 9:30am.

1) 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:

- 0) the ability to formulate a clear problem statement, indicating the academic context of the work and/or its practical implications;
- 1) an appropriate research design and appropriate research methods;
- 2) a critical appraisal of the data used;
- 3) accurate and effective analysis and presentation of the data collected;
- 4) clear and logical interpretation of the results obtained;
- 5) 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 23 and 30.

Mandatory Course Requirements

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.

WEEK	402 Programme
1 28 February	Introduction to tourism research <ul style="list-style-type: none"> - concepts of research cycle - set Dann & P. Pearce readings - set research critique exercise
2 7 March	Formulating a research problem <ul style="list-style-type: none"> - discussion of Dann & P. Pearce readings - reviewing the literature - set Walle & P. Pearce readings
3 14 March	Approaches to tourism research <ul style="list-style-type: none"> - discussion of Walle & P. Pearce readings - discussion of broader research issues
4 21 March	Comparative studies in tourism research <ul style="list-style-type: none"> - focus on comparative studies to reinforce concept of research cycle and illustrate characteristics of a particular approach
5 28 March	Presentation of research critiques Introduction to research projects
6 4 April	Research issues in New Zealand tourism
	MID-TRIMESTER BREAK
7 25 April	ANZAC DAY – no class
8 2 May	Tourism data <ul style="list-style-type: none"> - characteristics and collection, including use of multiple data sources
9 9 May	Analytical frameworks for tourism
10 16 May	Applied tourism research <ul style="list-style-type: none"> - meeting with tourist organization representatives to discuss application of research and research needs and opportunities.
11 23 May	Presentation of research projects
12 30 May	Presentation of research projects Overview

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. To check for opening hours call the office on (04) 463 5376.

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 is available for 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.

Check with the Student Administration Office for opening times (04) 463 5376.

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.

The policy on Staff Conduct can be found on the VUW website at:

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.

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) 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.

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. 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/ or email 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.

Manaaki Pihipihinga Maori and Pacific Mentoring programme (Faculties of Humanities and Social sciences and Commerce and Administration).

- **What:** Academic Mentoring for Maori and Pacific students studying at all levels in the above faculties. Weekly sessions for an hour with a mentor to go over assignments and any questions from tutorials or lectures. Registered students can use the faculty's study rooms and computer suite at any time at Kelburn and Pipitea.
- Mature student and Post grad network

If you would like to register as a mentor or mentee please contact the coordinator.

Where:

Melissa Dunlop
Programme Coordinator
Room 109 D
14 Kelburn Parade: back courtyard
Ph: (04) 463 6015
Email: Maori-Pacific-Mentoring@vuw.ac.nz

Please Note: A mentoring room will also be running at Pipitea Campus starting January. Please contact the Programme Coordinator for details.