



Victoria Management School

TOUR 380
TOURISM RESEARCH

Trimester 2 2006

COURSE OUTLINE

COURSE CO-ORDINATOR

Dr Christian Schott

Room: RH 924, Rutherford House
Phone: 463 5719
Email: christian.schott@vuw.ac.nz

LECTURERS

Dr Adam Weaver

Room: RH 917, Rutherford House
Phone: 463 5375
Email: adam.weaver@vuw.ac.nz

Dr Laurel Reid

Room: RH 915, Rutherford House
Phone: 463 5717
Email: laurel.reid@vuw.ac.nz

ADMINISTRATION ASSISTANT

Linda Walker

Room: RH 927, Rutherford House
Phone: 463 5720
Email: linda.walker@vuw.ac.nz
Fax: 463 5180
Working Hours: 9.00-3.30 Mon-Fri

LECTURE TIME AND LOCATION

Lectures	Time	Lecture Theatre
Tuesday	10.30 – 11.20am	GBLT03
Thursday	12.40 – 2.30pm	GBLT03

Computer Workshops

Computer workshops will take place during Thursday lectures, from week 5 (10th August) through to week 7 (7th September). Also one Tuesday lecture will be used as a computer workshop – 5th September. All workshops will take place in cyber commons RLWY202 and RLWY302, but we will meet in RLWY202 at the beginning of each workshop.

All important announcements concerning alterations to the lecture programme and workshops will be presented in the lectures or posted on Blackboard. 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: 20th October – 11th November 2006.

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 and secondary 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 allows a choice of either working on a benchmarking or an observation exercise.

Full and active participation in all activities is a course requirement!

Date	Tuesday 10.30-11.20 am (GBLT03)	Date	Thursday 12.40-2.30 pm (GBLT03)
<i>Part I – The Research Cycle and Survey Research</i>			
<i>Week 1</i> <i>11 July</i>	Introduction to tourism research	<i>13 July</i>	I. Research cycle and ethics II. Introduction to quantitative research
<i>Week 2</i> <i>18 July</i>	Sampling	<i>20 July</i>	I. Questionnaire development II. Introduction to survey project
<i>Week 3</i> <i>25 July</i>	Survey project workshop	<i>27 July</i>	I. Survey project workshop II. Finalise questionnaire
<i>Week 4</i> <i>1 Aug.</i>	Coding and project logistics	<i>3 Aug.</i>	I. Data analysis II. Introduction to SPSS
<i>Week 5</i> <i>8 Aug.</i>	Report writing and SPSS revisited	<i>10 Aug.</i>	I. SPSS workshop (RLWY202) II. SPSS workshop (RLWY202)
<i>Week 6</i> <i>15 Aug.</i>	Data Interpretation and the finer points of report writing	<i>17 Aug.</i>	I. Analysis workshop (RLWY202) II. Analysis workshop (RLWY202)
<i>Study Break</i>			
<i>Week 7</i> <i>5 Sept.</i>	SPSS workshop and Introduction to Assignment 2	<i>7 Sept.</i>	I. SPSS Help Session (RLWY202) II. SPSS Help Session (RLWY202) and Signup for Assignment 2 topic
<i>Part II – Research Methods for Tourism Management and Business Performance</i>			
<i>Week 8</i> <i>12 Sept.</i>	Internal Benchmarking for Tourism Enterprises	<i>14 Sept.</i>	I: Internal Benchmarking Workshop II: Internal Benchmarking Workshop
<i>Week 9</i> <i>19 Sept.</i>	External Benchmarking & Other Performance Indicators	<i>21 Sept.</i>	I: External Benchmarking Workshop II: Benchmarking Assignment Workshop
<i>Week 10</i> <i>26 Sept.</i>	Observation Research	<i>28 Sept.</i>	I. Observation Research Workshop II. Observation Research Workshop
<i>Week 11</i> <i>3 Oct.</i>	Photo-elicitation Research	<i>5 Oct.</i>	I. Research Workshop II. Research Workshop
<i>Week 12</i> <i>10 Oct.</i>	Applications of Research	<i>12 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

Fitz-enz, Jac (1993) Benchmarking Staff Performance : How Staff Departments Can Enhance Their Value to the Customer. San Francisco: Jossey-Bass Publishers

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

Kozak, M. (2004) Destination Benchmarking: Concepts, Practices and Operations, Cambridge, MA: CABI Publishing

Ritchie, B.W., Burns, P. and Palmer, C. (2005) eds. Tourism Research Methods: Integrating theory with practice. Wallingford: CABI

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

Wober, Karl W. (2002) Benchmarking in Tourism and Hospitality Industries: the Selection of Benchmarking Partners, New York: CABI

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

A useful journal dealing with benchmarking:

Benchmarking: An International Journal, Bradford, England: MCB University Press – Electronic Journal. V1 (1994 – Present).

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

ASSESSMENT

Assessment	Weighting	Date due
Survey report	30%	11 September at 12 o'clock
<u>either</u> Observation Assignment	30%	28 September at 12 o'clock
<u>or</u> Benchmarking Assignment	30%	12 October at 12 o'clock
Final Exam	40%	20 th October to 11 th November

You can apply for use of dictionaries in the exam.

Assessment 1 – Survey Report

This assessment will take the form of an applied research group project with individual assessment. Full details of the assignment will be provided in class during week 2 (20 July).

Assessment 2 – Research Project

Students will select one of two options. The first option will be a benchmarking exercise, the second an observation exercise. Students will be required to sign up for the exercise they choose to undertake. More information about each option will be provided during the lecture on 5 September, and signup sheets will be circulated during the workshop on 7 September. For the final examination, students will be responsible for material addressed in lectures and workshops that relates to both benchmarking and observation research.

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

EXPECTED WORKLOAD

Students can expect the workload, outside of class times, to be approximately 16 hours per week for each of the teaching weeks, plus 48 hours aggregated over other periods, for this course.

INDIVIDUAL AND GROUP WORK

Collaboration on individual assignments is not allowed beyond general discussion as to how one might interpret the nature of the assignment question. Please do not work together to formulate a response and do not loan out your completed assignments.

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.

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 two weeks after the due date. Students who do not submit an assignment before the two weeks 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.

MANDATORY COURSE REQUIREMENTS

To fulfil the mandatory course 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, and
3. Obtain a grade of at least 40% on the final examination.

If your overall mark is 50 percent or above, but you do not meet one or more of the above mandatory course requirements then a fail grade of ‘K’ will be awarded.

COMMUNICATION AND FURTHER INFORMATION

Additional information, and information on changes, will be conveyed to students using the Blackboard system, and through announcements in lectures and tutorials.

Left-over copies of materials distributed in class (for example, tutorial assignments and class handouts) will be made available in front of Room 927, 9th floor Rutherford House.

REFERENCING

There are many different styles of referencing and the Faculty of Commerce & Administration at VUW has decided to make APA (American Psychological Association) referencing style the common standard across the Faculty. The Commerce and Central Libraries hold the APA Style Guide. You can also access the information from the *2006 Tourism Courses Style Guide* and the online VUW library site (<http://www.vuw.ac.nz/library/resources/virtualref.shtml#style>).

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student and Academic Services Office

The Faculty’s Student and Academic Services 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 Student and Academic Services Office on (04) 463 5376.

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

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education 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.
- Forms for FCA Student and Academic Services (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar available in hard copy or under 'About Victoria' on the VUW home page at www.vuw.ac.nz.

Student 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 are to be taken if there is a complaint. For information about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor or refer to the statute on the VUW policy 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; class representatives may be able to help you in this. If you are not satisfied with the result of that meeting, see the Head of School or the relevant Associate Dean; VUWSA Education Coordinators are available to assist in 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 at 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. The University defines plagiarism as follows:

The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other student or staff.

It is still plagiarism even if you re-structure the material or present it in your own style or words.

Note: It is however, perfectly acceptable to include the work of others as long as that is acknowledged by appropriate referencing.

Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct and may be penalised severely. Consequences of being found guilty of plagiarism can include:

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

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 Impairments

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities the same opportunity as 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, 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 (DSS) to discuss your individual needs and the available options and support on a confidential basis. DSS are located on Level 1, Robert Stout Building, telephone (04) 463 6070, email disability@vuw.ac.nz. The name of your School's Disability Liaison Person is in the relevant prospectus or can be obtained from the School Office or DSS.

Student Support

Staff at Victoria want students to have positive learning experiences at the University. Each Faculty has a designated staff member who can either help you directly if your academic progress is causing you concern, or quickly put you in contact with someone who can. Assistance for specific groups is also available from the Kaiwawao Māori, Manaaki Pihipihinga or Victoria International.

In addition, the Student Services Group (email student-services@vuw.ac.nz) is available to provide a variety of support and services. Find out more at www.vuw.ac.nz/st_services/.

VUWSA employs 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 (tel. 04 463 6983 or 04 463 6984, email education@vuwsa.org.nz) is located on the ground floor, Student Union Building.

Manaaki Pihipihinga - Maori and Pacific Mentoring Programme (Faculty of Commerce and Administration)

This is a mentoring service for Maori and Pacific students studying at all levels. Weekly one hour sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade, and Room 210 and 211, Level 2, Railway West Wing. Sessions cover drafting and discussing assignments, essay writing, and any questions that may arise from tutorials and/or lectures. A computer suite networked to Cyber Commons is available for student use.

To register with Manaaki Pihipihinga, please contact one of the following:

Puawai Wereta
Room 210, Level 2
Railway West Wing
Tel. (04) 463 8997
Email: Puawai.Wereta@vuw.ac.nz

Fa'afai Seiuli
Room 109 B
14 Kelburn Parade
Tel. (04) 463 5842
Email: Faafai.Seiuli@vuw.ac.nz