

Victoria Management School

TOUR 380
TOURISM RESEARCH

Trimester 2 2007

COURSE OUTLINE

COURSE CO-ORDINATOR

Dr Christian Schott

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LECTURERS

Dr Adam Weaver

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ADMINISTRATION ASSISTANT

Linda Walker

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Working Hours: 9.00-3.30 Mon-Fri

LECTURE TIME AND LOCATION

Lectures	Time	Lecture Theatre
Monday (1 hour)	3.40 – 4.30pm	GBLT4
Wednesday (2 hours)	3.40 – 5.30pm	GBLT4

Computer Workshops

Computer workshops will take place during Wednesday lectures, from week 4 (1 August) through to week 9 (19 September). Also two Monday lectures will be used as a computer workshop – 6 August and 3 September. All workshops will take place in cyber commons RLWY202; We will remind you of the computer workshop arrangements later in the course.

All important announcements concerning alterations to the lecture programme and workshops will be mentioned in the lectures. Additional source material and readings will also be distributed in the lectures.

FINAL EXAMINATION

The final three hour examination will be during the trimester 2 examination period: 19th October – 10th November 2007.

COURSE OBJECTIVES

As an applied course on tourism research TOUR380 seeks to achieve the following broad course objectives:

- ✓ build an appreciation of the role of research in the study and management of tourism.
- ✓ develop familiarity with all stages of the research process, from problem formulation through to the analysis and ultimately the application of research findings.
- ✓ generate understanding and an ability to evaluate different approaches to tourism research, as well as use a range of appropriate methodologies.
- ✓ equip you with experience in applied tourism research.

PERSONAL SKILLS

In meeting these course objectives you will have the opportunity to obtain a variety of personal skills that are relevant to both tourism and non-tourism fields. Specifically, the course will challenge and assist you to develop the ability to:

1. inform the management of tourism operations with research
2. formulate research questions and collect, analyse, interpret and present the relevant data
3. use SPSS (powerful data analysis software) confidently at introductory level
4. understand quantitative and qualitative methodologies, as well as use selected research techniques
5. appreciate the significance of research ethics and critically appraise research projects in tourism as well as non-tourism fields
6. undertake research and basic numeric analysis with increased confidence
7. engage in more effective individual as well as group decision-making

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) students conducting primary and secondary research. The course will also expose students to a software package specifically designed for data analysis (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 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	Monday 3.40-4.30pm (GBLT04)	Date	Wednesday 3.40-5.30pm (GBLT04)
Part I – The Research Cycle and Survey Research			
<i>Week 1</i> 9 July	Introduction to tourism research	11 July	I. Research cycle and ethics II. Introduction to quantitative research
<i>Week 2</i> 16 July	Sampling	18 July	I. Questionnaire development II. Introduction to survey project
<i>Week 3</i> 23 July	Survey project workshop	25 July	I. Survey project workshop II. Finalise questionnaire
<i>Week 4</i> 30 July	Coding and project logistics	1 Aug.	I. Data analysis II. Introduction to SPSS (RWW 202)
<i>Week 5</i> 6 Aug.	Report writing and SPSS revisited	8 Aug.	I. SPSS workshop (RWW 202) II. SPSS workshop (RWW 202)
<i>Week 6</i> 13 Aug.	Data Interpretation and the finer points of report writing	15 Aug.	I. Analysis workshop (RWW 202) II. Analysis workshop (RWW 202)
Study Break			
<i>Week 7</i> 3 Sept.	SPSS workshop and Introduction to Assignment 2	5 Sept.	I. SPSS Help Session (RWW 202) II. SPSS Help Session (RWW 202) and Signup for Assignment 2 topic
Assignment 1 – Survey report due 7 September			
Part II – Research Methods for Tourism Management and Business Performance			
<i>Week 8</i> 10 Sept.	Internal Benchmarking for Tourism Enterprises	12 Sept.	I. Internal Benchmarking Workshop II. Internal Benchmarking Workshop (RWW 202)
<i>Week 9</i> 17 Sept.	External Benchmarking & Other Performance Indicators	19 Sept.	I. External Benchmarking Workshop II. Benchmarking Assig. Workshop (RWW 202)
Benchmarking Assignment due 26 September			
<i>Week 10</i> 24 Sept.	Observation Research	26 Sept.	I. Research Workshop II. Research Workshop
<i>Week 11</i> 1 Oct.	Photo-elicitation Research	3 Oct.	I. Research Workshop II. Research Workshop
Observation Assignment due 10 October			
<i>Week 12</i> 8 Oct.	Applications of Research	10 Oct.	I. & II. Course review

Note: I. and II. refer to the double lecture on Wednesday (2 hours) – I. represents the first hour, II. the second

EXPECTED WORKLOAD

Students can expect the workload to be approximately 16 hours per week (24 pt course), including both scheduled contact time (lectures, tutorials, workshops) and outside class (including research time).

ASSESSMENT

Assessment	Weighting	Date due
Survey report	35%	7 September at 12 o'clock
<u>either</u> Benchmarking Assignment	25%	26 September at 12 o'clock
<u>or</u> Observation Assignment	25%	10 October at 12 o'clock
Final Exam	40%	19 October - 10 November 2007

Assessment 1 – Survey Report

Assessment 1 will take the form of an applied research group project with individual assessment. This research project is a true student project. It is driven by you, as you will decide on the topic you wish to investigate and you will discuss and make the key decisions. The lecturer's role during this process is one of guidance, rather than instruction. Full details on the assignment will be provided in class during week 2 (18 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 in week 7 (3 September lecture), and signup sheets will be circulated during the workshop on 5 September.

For the final examination, students will be responsible for all the material addressed in lectures and workshops including both benchmarking **and** observation research.

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

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.

COURSE WORK

All assignments should be handed into the TOUR 380 box located on the mezzanine floor, Rutherford House. Before submitting assignments refer to the *Tourism Management Style Guide*.

Essays submitted by e-mail or fax will not be accepted.

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

Parmenter, David. (2007) *Key Performance Indicators: Developing, Implementing and Using Winning KPIs*. Hoboken: John Wiley & Sons

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 readings and specific references will be provided throughout the course.

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 after more than 7 days after the due date. Students who do not submit an assignment before the 7 days have elapsed will not meet Mandatory Course Requirements.

Extensions will only be granted under special circumstances. Students who wish to apply for an extension must contact the course coordinator several weeks 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” or “unfit to sit an examination.” Medical certificates must also indicate the duration of the illness. **Please take note:** workload pressures and computer problems are **NOT** a case for extension.

Late assignments should be delivered to the course coordinator to Linda Walker (Rutherford House, Room 927). Linda’s office hours are from 9 to 3:30 (Monday-Friday).

MANDATORY COURSE REQUIREMENTS

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

1. Participate in research and produce the required data and material as set by the lecturer,
2. Submit all assignments within 7 days of the due date, and
3. Obtain a grade of at least 40% on the final examination.

Students who fail to satisfy the mandatory course requirements for this course but who obtain 50% or more overall, will be awarded a “K” fail grade. Standard fail grades (D or E) will be awarded when the student’s overall course mark falls below the minimum pass mark, whether or not the mandatory course requirements have been satisfied.

Notice of Failure to meet Mandatory Course Requirements will be posted on Blackboard or on the 9th and Mezzanine Floors, Rutherford House notice boards. Students will be expected to check both places for notification.

ADDITIONAL INFORMATION

Additional information will be conveyed to students using the Blackboard system, and through announcements in lectures and tutorials. Copies of overheads used in class will be made available to students via Blackboard.

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.

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 or go to www.vuw.ac.nz/policy.

For information on the following topics, go to the Faculty's website www.vuw.ac.nz/fca under Important Information for Students:

- Academic Grievances
- Academic Integrity and Plagiarism
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support

Manaaki Pihipihinga Programme

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email manaaki-pihipihinga-programme@vuw.ac.nz or phone (04) 463 5233 ext. 8977. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.