

TOURISM MANAGEMENT

BTM(Hons)/MTM

TOUR 410: Dissertation 2007

Preparation of the dissertation is primarily an educational exercise in research. The objective of TOUR 410 is to develop experience and demonstrate competence in all phases of tourism research by undertaking and presenting a dissertation based on primary research. Preparing the dissertation also provides an opportunity to follow up a topic of personal interest in the field of tourism.

Skills

Preparing the dissertation will develop your ability to undertake independent tourism research by providing experience in:

- formulating a research question and developing an appropriate research design;
- collecting, analyzing and interpreting primary data;
- communicating the results of your research both orally and in writing.

Dissertations should be based essentially on primary data sources and should demonstrate:

- 1) the ability to formulate a clear problem statement and an appreciation of 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.

The dissertation should be 8-10,000 words long and follow the conventions outlined in the tourism style guide. It should not incorporate work that has been or will be submitted for credit in any other course

A formal proposal (an oral presentation of 5-10 minutes and a written proposal not exceeding 2 pages) will be presented by each student to members of the Tourism Group on **Monday July 9 from 9.30 to 12.30** (RH MZ11). The proposal should emphasize points 1 and 2 above and outline clearly the nature of the problem being addressed and the methods to be used. Following presentation of the proposals, students will be allocated a supervisor with whom they will be expected to maintain regular contact during the preparation of the dissertation. As most projects will need to be submitted for HEC approval you should aim for a formal submission by **1st August** to ensure field work can be undertaken in a timely manner (this means getting a draft to the VMS rep at least a week earlier).

A ten minute report outlining progress to date, problems encountered and work yet to be completed, will be given by each student at a progress updating session to be held on **Monday 13 August from 9.30 to 12.30** (room to be advised). A second progress report session will be held on **Monday 24 September from 9.30 to 12.30** (room to be advised). Formal oral presentations of the research findings (20 minutes plus 10 minutes of questions) will be given on **Monday 15 October** (times to be confirmed and room to be advised). The dissertation is due by **9:30 am Tuesday 23 October**. **20%** of the final grade will be based on the oral presentation and **80%** on the written report.