

Victoria Management School

TOUR 402
TOURISM RESEARCH METHODS

Trimester 1 2008

COURSE OUTLINE

COURSE COORDINATOR

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ADMINISTRATOR

Linda Walker
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CLASS TIME AND LOCATION

Thursday 9:30am – 12.20pm RH G02

Course Objectives

This paper provides a broad overview of tourism research methods and their application. 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 later as the course progresses, and concludes with presentations of your own research projects (see attached programme).

Skills

By participating fully and actively in this course you will develop your ability to:

- 1) engage effectively with all phases of the research cycle;
- 2) appreciate different approaches to tourism research and understand when it is appropriate to apply these;
- 3) evaluate tourism research systematically;
- 4) carry out and present your own independent research;
- 5) apply research to tourism management problems.

Assessment

The three pieces of assessment are designed to evaluate your understanding of key ideas from throughout the course and to assess the skills obtained from it. To pass you must complete the assignments on time and to an appropriate standard (at least a C) and participate actively in class.

1) 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, Tourism Management** – and present a carefully reasoned critique of each focusing on the following points:

- 1) Is there a clear statement of the problem or topic being examined? What is it?
- 2) What is the theoretical basis of the paper?
- 3) Is the paper set effectively in the broader literature?
- 4) What methodology has been used and is it appropriate?
- 5) What type and sources of data have been used?
- 6) What means of analysis have been employed?
- 7) Are the results presented clearly and interpreted effectively. Have the objectives been met?
- 8) What is your overall evaluation of the paper – their strengths and weaknesses?
- 9) 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 and to provide a well structured and reasoned critique. Your critique should not exceed 2500 words and is due on **27 March** at 9.30am. 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.

2) 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:

- 1) the ability to formulate a clear problem statement, indicating 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 reports are scheduled to be presented in the period **22-29 May**. The written paper is due the week after it is presented. 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: **60%** of the final grade.

Class participation

Your full and active participation is essential to get the most out of this course.

Assessment: **10%** of the final grade

This will cover your preparation for each class (particularly the set readings) and contribution to class discussions and debate. You are expected to attend all classes.

Expected Workload

Students can expect the workload to be approximately 10hrs per week (15pt course), including both scheduled contact time (lectures, tutorials, workshops) and outside class.

Readings

Selected references and readings will be given throughout the course but students are expected to use their own initiative for the assignments.

WEEK	402 Programme
1 28 Feb	Introduction to tourism research - types of research - concepts of research cycle - set research critique exercise
2 6 March	Formulating a research problem - discussion of Dann & P. Pearce readings
3 13 March	Approaches to tourism research - discussion of Walle, Davies & P. Pearce readings - discussion of broader research issues
4 20 March	Comparative studies in tourism research - focus on comparative studies to reinforce concept of research cycle and illustrate characteristics of a particular approach
5 27 March	Presentation of research critiques Introduction to research projects and discussion of ethical considerations
6 3 April	Research issues in New Zealand tourism
7 10 April	Applied tourism research - meeting with tourist organization representatives to discuss application of research and research needs and opportunities.
	MID-SEMESTER BREAK
8 1 May	Tourism data - characteristics and collection, including use of multiple data sources
9 8 May	Analytical frameworks for tourism
10 15 May	Analyzing and presenting results
11 22 May	Presentation of research projects
12 29 May	Presentation of research projects and overview

Penalties

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 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 with dates provided.**

Please take note: workload pressures and computer problems are **NOT** a case for extension.

Late assignments should be delivered to the course coordinator, Doug Pearce or to Linda Walker (Rutherford House, Room 927). Linda’s office hours are from 9 to 4pm (Monday-Friday).

Mandatory Course Requirements

To pass the course, all assessments must be completed on time with an overall passing grade.

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 *Tourism Courses Style Guide* and the online VUW library site (<http://www.vuw.ac.nz/library/resources/virtualref.shtml#style>).

Communication

Information on course-related matters will be announced at class.

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.

Email Contact

Students wishing to contact staff by email should adhere to the following instructions: Include the **Course Code**, your **Name**, your **Student ID** and the **Topic** in the subject area of the email, eg

TOUR402_Smith_Pauline_3000223344_Ass1 Query

All students must use their VUW SCS email account and ID. Otherwise, email will be classified as Spam and will be dumped without being read. All emails with attachments will be dumped, unless requested by staff.

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 on the ground floor (EA005). This counter is the first point of contact for :

- 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.victoria.ac.nz/home/about/policy/students.aspx

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

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

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 students 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 penalized 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:

www.victoria.ac.nz/home/studying/plagiarism.html

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 6015. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.