



Victoria Management School

TOUR 380
TOURISM RESEARCH

Trimester 2 2008

COURSE OUTLINE

COURSE CO-ORDINATOR

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LECTURERS

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ADMINISTRATOR

TBA

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LECTURE TIME AND LOCATION

Lectures	Time	Lecture Theatre
Monday (1 hour)	11.30 – 12.20pm	RHLT2
Friday (2 hours)	11.30 – 1.30pm	RHLT2

Computer Workshops

Computer workshops will take place during Friday lectures, from week 4 (1 August) through to week 9 (19 September). Also the two Monday lectures will be used as computer workshops – 4 August and 1 September. All computer workshops will take place in Cybercommons (rooms tba). More information about computer workshop arrangements will be provided in the third week.

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

TRIMESTER DATES

Monday 7 July to Saturday 8 November 2008. This course has a three hour final examination at the University at any time during the formal examination period. **Examination dates for trimester two: Friday 17 October to Saturday 8 November 2008.**

COURSE OBJECTIVES AND GRADUATE ATTRIBUTES

The course objectives for TOUR380 map onto the graduate attributes for the BTM as follows:

Course Objective	Graduate Attributes
<ul style="list-style-type: none"> Appreciate the role of research in the study and management of tourism 	<p><i>Critical Thinking:</i> Achieve a critical appreciation of the role and utility of research in the management of tourism</p> <p><i>Leadership:</i> Acquire the ability to inform the management of tourism operations with research</p>
<ul style="list-style-type: none"> Develop a familiarity with all stages of the research process, from problem formulation through to the analysis and ultimately the application of research findings. 	<p><i>Critical Thinking:</i> Develop a critical appreciation of the principles underlying research design and implementation</p> <p><i>Communication:</i> Convert research findings into meaningful conclusions and recommendations</p>
<ul style="list-style-type: none"> Generate understanding and an ability to evaluate different approaches to tourism research, as well as use a range of appropriate methodologies 	<p><i>Critical Thinking:</i> Assess the suitability of different research approaches as well as strengths and weaknesses of various research methodologies</p>
<ul style="list-style-type: none"> Engage in informed individual and group decision-making 	<p><i>Critical Thinking:</i> Critically assess the strengths and weaknesses of different ideas and approaches both individually and as a group</p> <p><i>Leadership:</i> Exhibit leadership by presenting a well-informed and convincing argument to others</p>
<ul style="list-style-type: none"> Equip students with experience in applied individual and group tourism research. 	<p><i>Leadership:</i> Foster the ability to work as a team and co-ordinate tasks with others</p> <p><i>Creative Thinking:</i> Develop the ability to find solutions to logistical challenges when conducting primary research</p> <p><i>Communication:</i> Communicate clearly and effectively with co-researchers and research participants</p>

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 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 business performance or an observation exercise.

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	40%	Monday 8 September at 10am
<u>either</u> Business Performance Assignment	20%	Monday 29 September at 10am
<u>or</u> Observation Assignment	20%	Monday 13 October at 10am
Final Examination	40%	Date of the exam to be announced

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 business performance measuring 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 (1 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 business performance measurement **and** observation research.

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.

ASSESSMENT SUBMISSION

Students must keep an electronic copy of their work archived in addition to the submitted hardcopy. All assignments have to be submitted to the TOUR 380 box located on the mezzanine floor of Rutherford House by the due date (for late submissions see information on following page). Assignments need to be consistent with the *Style Guide for Tourism Courses* unless advised otherwise.

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

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 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 unless an extension has been granted by the course-co-ordinator.

Extensions will only be granted under special circumstances. Students who wish to apply for an extension must contact the course coordinator as soon as an adverse situation presents itself. 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 have to be submitted to the Tourism Administrator (Rutherford House, Room 927).

MANDATORY COURSE REQUIREMENTS

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

1. Participate in all research exercises and produce the 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.

ADDITIONAL INFORMATION

Additional information will be conveyed to students via Blackboard and through announcements in lectures and workshops. Copies of lecture notes will be posted on Blackboard. Students are required to visit the TOUR380 Blackboard site regularly.

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

Date	Monday 11.30-12.20pm (RHLT2)	Date	Friday 11.30-1.30pm (RHLT2)
Part I – The Research Cycle and Survey Research			
<i>Week 1</i> 7 July	Introduction to tourism research	<i>11 July</i>	I. Research cycle and ethics II. Introduction to quantitative research
<i>Week 2</i> 14 July	Sampling	<i>18 July</i>	I. Questionnaire development II. Introduction to survey project
<i>Week 3</i> 21 July	Survey project workshop	<i>25 July</i>	I. Survey project workshop II. Finalise questionnaire
<i>Week 4</i> 28 July	Coding and project logistics	<i>1 Aug.</i>	I. Data analysis II. Introduction to SPSS (computer room tba)
<i>Week 5</i> 4 Aug.	Report writing and SPSS revisited (computer room tba)	<i>8 Aug.</i>	I. SPSS workshop (computer room tba) II. SPSS workshop (computer room tba)
<i>Week 6</i> 11 Aug.	Data Interpretation and the finer points of report writing	<i>15 Aug.</i>	I. Analysis workshop (computer room tba) II. Analysis workshop (computer room tba)
Study Break			
<i>Week 7</i> 1 Sept.	SPSS workshop and Introduction to Assignment 2 (computer room tba)	<i>5 Sept.</i>	I. SPSS Help Session (computer room tba) II. SPSS Help Session (computer room tba) and Signup for Assignment 2 topic
Assignment 1 – Survey report due 8 September 10am			
Part II – Research Methods for Tourism Management and Business Performance			
<i>Week 8</i> 8 Sept.	An Introduction to Business Performance Measurement	<i>12 Sept.</i>	I. Business Performance Workshop (room tba) II. Business Performance Workshop (room tba)
<i>Week 9</i> 15 Sept.	Business Performance Measurement Techniques	<i>19 Sept.</i>	I. Business Performance Workshop (room tba) II. Business Performance Workshop (room tba)
Business Performance Measurement Assignment due 29 September 10am			
<i>Week 10</i> 22 Sept.	Observation Research	<i>26 Sept.</i>	I. Research Workshop II. Research Workshop
<i>Week 11</i> 29 Sept.	Observation Research	<i>3 Oct.</i>	I. Research Workshop II. Research Workshop
Observation Assignment due 13 October at 10am			
<i>Week 12</i> 6 Oct.	Applications of Research	<i>10 Oct.</i>	I. & II. Course review

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

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

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

A useful introductory resource for statistical analysis:

Buglear, J. (2000). *Stats to go: a Guide to Statistics for Hospitality, Leisure and Tourism*. Oxford: Elsevier Butterworth-Heinemann

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

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
TOUR380_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:

- 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.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

Grading Guidelines

The following broad indicative characterisations of grade will apply in grading assignments and the exam:

A+	excellent performance in all respects at this level
A	excellent performance in almost all respects at this level
A-	excellent performance in many respects at this level
B+	very good, some aspects excellent
B, B-	good but not excellent performance at this level
C+, C	work satisfactory overall but inadequate in some respects
D	poor performance overall, some aspects adequate
E	well below the required standard
K	failure to achieve mandatory course requirements and have achieved at least an average "C" over all the assessment. Note this is a failing grade.

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: including the work of others will not be considered plagiarism as long as the work 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:

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.