

Victoria Management School

TOUR 380 TOURISM RESEARCH

Trimester 2 2009

COURSE OUTLINE

COURSE CO-ORDINATOR

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COURSE LECTURERS

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ADMINISTRATOR

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Teaching Period: Monday 13 July to Friday 16 October 2009

End of Year Study Period: Monday 19 October to Monday 26 October 2009

Examination Period: Tuesday, 27 October to Saturday 14 November 2009 (inclusive)

Note: Students who enrol in courses with examinations should be able to attend an examination at the University at any time during the formal examination period.

Withdrawal dates: Information available via

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

LECTURE TIME AND LOCATION

Lectures	Time	Lecture Theatre
Mondays (1 hour)	10.30 – 11.20am	RWW129
Thursdays (2 hours)	9.30 – 11.20am	RWW413

Computer Workshops

Computer workshops will take place during Thursday lectures, from week 4 (6 August) through to week 7 (10 September). Additionally, two Monday lectures will be used as computer workshops – 10 August and 7 September. All computer workshops will take place in Cybercommons RWW102. 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.

COURSE CONTENT AND DELIVERY

“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)

The course covers the types and methods of research of greatest relevance to managers working in the tourism industry; quantitative survey research, business performance research, qualitative interview research and observation research. In support of the applied and ‘real world’ focus of the course content 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 the analysis of quantitative data (SPSS).

The assessment for this course is based on an end-of-course exam as well as on two applied research projects. The first is a project that provides students with experience in preparation, collection and analysis of primary survey data, while the second allows a choice of either working on a business performance or an observation research exercise. Both assessments will be supported with both theory and practice.

PROGRAMME AND COURSE-RELATED LEARNING OBJECTIVES

Learning Goal #1: Our graduates will possess and apply specific knowledge of tourism management as well as a range of transferable skills

Learning Objectives

Graduates will be able to:

- (a) demonstrate a systematic understanding of theoretical and applied aspects of tourism management
- (b) display an appreciation for concepts and methods that inform the management of tourism organisations, businesses, and resources
- (c) acquire skills and knowledge that provide a solid platform for graduate study

Learning Goal #2: Our graduates will demonstrate application of critical and creative thinking skills to practical and theoretical problems

Learning Objectives

Graduates will be able to:

- (a) think conceptually and systematically about tourism and its management
- (b) assess a range of tourism management issues, plans, and concepts
- (c) identify, access, and evaluate a range of information and data sources
- (d) undertake and apply research in tourism management
- (e) use innovative thinking and creative skills in the context of the tourism business environment

Learning Goal #3: Our graduates will be effective and confident communicators

Learning Objectives

Graduates will be able to:

- (a) apply advanced written communication skills
- (b) demonstrate oral communication and listening skills
- (c) prepare and deliver polished and professional oral presentations
- (d) communicate effectively with peers when undertaking group projects

Learning Goal #4: By meeting the above learning goals, our graduates will display leadership and be able to assume positions of responsibility

Learning Objectives

Graduates will be able to:

- (a) engage in effective decision making by working independently and in groups
- (b) demonstrate a mastery of concepts related to tourism management
- (c) develop and apply concepts and plans in tourism management

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>

COURSE-RELATED STUDENT LEARNING OBJECTIVES AND SKILLS

In meeting these course objectives students will have the opportunity to obtain a variety of skills that are relevant to both tourism and non-tourism fields. On successful completion of the course the students will be able to:

1. inform the management of tourism operations with research
2. formulate research questions and collect, analyse, interpret and present the relevant data
3. compare the strengths and weaknesses of quantitative and qualitative research
4. use SPSS (quantitative data analysis software) confidently at introductory level
5. apply selected research techniques to a research project
6. discuss the significance and role of ethics in research
7. critically appraise the strengths and weaknesses of research methodologies and findings presented to them
8. engage more effectively in individual as well as group decision-making

Items 2, 4, 5, 6, and 8 from the list of skills will be assessed in the survey research report (Assignment 1), while Assignment 2 (business performance measurement or observation research project) will assess items 1, 2, 5, 6, and 8. Skills 1, 3, 6, and 7 will primarily be assessed by the exam.

ASSESSMENT

Assessment Requirements

Assignment	Title	Weight	Due Date
1	Survey report	40%	Monday 14 Sept at 10am
2	<u>either</u> Business Performance Assignment <u>or</u> Observation Research Assignment	20%	Monday 28 Sept at 10am Monday 12 Oct at 10am
3	Final Examination	40%	Date to be announced
	TOTAL	100%	

Assignment 1 – Survey Report (word limit 3000)

Assignment 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 (23 July).

Assignment 2 – Research Project (word limit 1500)

Students will select one of two options. The first option will be a business performance measuring exercise, the second an observation exercise. You need to sign up for the exercise you choose to undertake. More information about each option will be provided in week 7 (7 September lecture), and sign-up sheets will be circulated during the workshop on 10 September.

Final Examination

In the final three hour examination all the material addressed in lectures and workshops including both business performance measurement **and** observation research may be assessed.

ASSIGNMENT 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 the following pages). Assignments need to be consistent with the *Guide for Tourism Management Courses* unless advised otherwise. **Essays submitted by e-mail or fax will not be accepted.**

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.

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

Date	Monday 10.30-11.20am (RWW129)	Date	Thursday 9.30-11.20am (RWW413)
Part I – The Research Cycle and Survey Research			
<i>Week 1</i> 13 July	Introduction to tourism research	16 July	I. Research cycle and ethics II. Introduction to quantitative research
<i>Week 2</i> 20 July	Sampling	23 July	I. Questionnaire development II. Introduction to survey project
<i>Week 3</i> 27 July	Survey project workshop	30 July	I. Survey project workshop II. Finalise questionnaire
<i>Week 4</i> 3 Aug	Coding and project logistics	6 Aug.	I. Data analysis II. Introduction to SPSS (RWW102)
<i>Week 5</i> 10 Aug.	Report writing and SPSS revisited (RWW102)	13 Aug.	I. SPSS workshop (RWW102) II. SPSS workshop (RWW102)
<i>Week 6</i> 17 Aug.	Data interpretation and the finer points of report writing	20 Aug.	I. Analysis workshop (RWW102) II. Analysis workshop (RWW102)
Study Break			
<i>Week 7</i> 7 Sept.	SPSS workshop and Introduction to Assignment 2 (RWW102)	10 Sept.	I. SPSS Help Session (RWW102) II. SPSS Help Session (RWW102) and Signup for Assignment 2 topic
<i>Assignment 1 – Survey report due 14 September 10am</i>			
Part II – Research Methods for Business Performance			
<i>Week 8</i> 14 Sept.	An Introduction to Business Performance Measurement	17 Sept.	I. Business Performance Workshop II. Business Performance Workshop
<i>Week 9</i> 21 Sept.	Business Performance Measurement Techniques	24 Sept.	I. Business Performance Workshop II. Business Performance Workshop
<i>Business Performance Measurement Assignment due 28 September 10am</i>			
Part III – Qualitative Research Methods for Tourism Managers			
<i>Week 10</i> 28 Sept.	Introduction to Qualitative Research	1 Oct.	I. Observation research workshop II. Observation research exercise
<i>Week 11</i> 5 Oct.	Discussion of observation results	8 Oct.	I. Interview research for the tourism manager II. Interview exercise
<i>Observation Assignment due 12 October at 10am</i>			
<i>Week 12</i> 12 Oct.	Applications of Research	15 Oct.	I. & II. Course review

EXPECTED WORKLOAD

Students can expect the workload to be approximately 13.5 hours per week (20 pt course), including both scheduled contact time (lectures, tutorials, workshops) and outside class (including research time).

RECOMMENDED READINGS

Useful general introductions to tourism research include:

Brent Ritchie, J. R., & 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., & 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.

Patton, M. Q. (2002). *Qualitative Research and Evaluation Methods*. Thousand Oaks: Sage Publications.

Ritchie, B.W., Burns, P., & 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.

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.

PENALTIES - FOR LATENESS & EXCESSIVE LENGTH OF ASSIGNMENTS

- (i) In fairness to other students, work submitted after any deadline will incur a penalty for lateness. 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. **Saturdays, Sundays and public holidays** will be included when counting the number of days late. Assignments received **more than 7 days after the due date** will not be accepted and the student will **automatically fail the Mandatory Course Requirements**.
- (ii) Course Outlines provide a signal to students of forthcoming workload, dates of submission etc, and thus student study plans should take account of course requirements across all courses. Consequently, workload issues related to other courses and employment will not be accepted as reason for dispensation from mandatory requirements or waiver of penalties. **Extensions** to submission deadlines for any assigned work will only be granted in **exceptional circumstances**.
- (iii) Students who are unable to comply with any of the mandatory requirements should make a written application for an extension to the due date for submission of assigned work or for waiver of a penalty, **in advance**, to one of the course co-ordinators, providing documentary evidence of the reasons of their circumstances.

All such applications must be made before the deadline and be accompanied by documentary evidence, eg a medical certificate, or counsellor's report clearly stating the degree of impairment, and the dates the illness or event prevented you from undertaking your academic studies. This can be applied retrospectively.

- (iv) **In the event of unusual or unforeseeable circumstances (e.g. serious illness, family bereavement or other exceptional events), that precludes an application in advance, students should make contact with one of the course co-ordinators by email or telephone as soon as possible, and make application for waiver of a penalty as soon as practicable.**
- (v) **Word limits should be adhered to, especially so when they provide a guide to limiting the student's coverage of a topic.** The penalty will be 10% of the grade for an assignment which is 10% over the word limit.

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.

POLICY ON REMARKING

Every attempt is made to ensure that the marking is consistent across tutors and fair to students. In TOUR380, the course coordinators – who also tutor in this course – will moderate the essay grading process so that it is fair to students. If you have a question about your grade, first talk to your tutor and then to a TOUR380 course coordinator. As per FCA policy, students may ask for their written work to be remarked. A course coordinator will do the remarking and provide comments.

Application for remarks must be made within 5 days after the marks are available. To apply for a remark, complete the request for re-examination of assessed work form (see the assessment area of Blackboard) stating which sections you wish re-examined. Write on why you think the mark does not, in your view, fairly reflect the quality of your work. Hand this with your assignment to the Tourism Management Administrator Helen Jiang in RH927, 9th floor of Rutherford House at Pipitea Campus. Allow up to 5 working days for remarking to be completed.

REFERENCING

There are many different styles of referencing. For tourism management courses, please refer to the 2009 version of the *Style Guide for Tourism Courses*.

COMMUNICATION

Information on course-related matters will be announced at class and posted on the **Blackboard** website at <http://blackboard.vuw.ac.nz/>. It will be crucial for you to regularly check Blackboard for messages, announcements and materials.

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
MGMT300_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.

For the following important information follow the links provided:

Academic Integrity and Plagiarism

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

General University Policies and Statutes

<http://www.victoria.ac.nz/home/about/policy/academic.aspx>

Faculty of Commerce and Administration Offices

<http://www.victoria.ac.nz/fca/studenthelp/Contactus.aspx>

Manaaki Pihipihinga Programme

http://www.victoria.ac.nz/st_services/mentoring/