TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

VICTORIA
UNIVERSITY OF WELLINGTON

Victoria Management School

TOUR 380 TOURISM RESEARCH

Trimester One 2011

COURSE OUTLINE

COURSE CO-ORDINATOR
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COURSE LECTURERS

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ADMINISTRATOR
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Teaching Period: Monday 28th February – Friday 3rd June 2011
Study Period: Monday 6th June – Thursday 9th June
Examination Period: Friday 10th June – Saturday 2nd July (inclusive)

Withdrawal from Courses:

1. Your fees will be refunded if you withdraw from this course on or before 11 March 2011.

2. The standard last date for withdrawal from this course is 14 May. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an '*Application for Associate Dean's Permission to Withdraw Late*' including supporting documentation

The application form is available from either of the Faculty's Student Customer Service Desks.

Class Times and Room Numbers

Lectures	Time	Lecture Theatre
Tuesdays (1 hour)	9.30 – 10.20am	GBLT3
Fridays (2 hours)	9.30 – 11.20am	GBLT3

Computer Workshops

Computer workshops using SPSS will take place during Friday lectures from week 4 (25 March) through to week 7 (15 April). Additionally, two Tuesday lectures will be used as SPSS workshops – 29 March and 12 April. All computer workshops will take place in Cybercommons in the Railway Westwing (room number will be advised). More information about computer workshops will be provided in week 3.

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

Course Content and Course 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 types and methods of research of greatest relevance to managers working in the tourism industry: questionnaire survey research, observation research, and interview research. Learning in this course is based on four interwoven components: (1) formal instruction delivered by your lecturer on research theory, (2) student-led collaborative workshops on research design supported by lecturer guidance (3) primary research conducted by students 'in the field', and (4) analysis of the research findings by students. 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 research report based on a project that provides students with experience in survey preparation, data collection and quantitative analysis. The second assignment deals with the principles and practice of observation research.

Full and active participation in all activities is required for the successful completion of the course!

Date	Tuesday 9.30-10.20am (GBLT3)	Date	Friday 9.30-11.20am (GBLT3)
Part I – The Research Cycle and Survey Research for Tourism Management		
Week 1 1 March	Introduction to tourism research	4 March	I. Research cycle and ethics II. Introduction to quantitative research
Week 2 8 March	Sampling	11 March	I. Questionnaire development II. Introduction to survey project
Week 3 15 March	Survey project workshop	18 March	I. Survey project workshop II. Finalise questionnaire
Week 4 22 March	Coding and project logistics	25 March	I. Data analysis II. Introduction to SPSS (computer room)
Week 5 29 March	Report writing and SPSS revisited (computer room)	1 April	I. SPSS workshop (computer room) II. SPSS workshop (computer room)
Week 6 5 April.	Data interpretation and the finer points of report writing	8 April	I. Analysis workshop (computer room) II. Analysis workshop (computer room)
Week 7 12 April	SPSS and Analysis Support Workshop (computer room)	15 April	I. and II. SPSS and Analysis Support Workshop (computer room)

Assignment 1 – Survey report due Monday 18 April 11am			
Study Break			
Part II – Qualitative Research Methods for Tourism Management			
Week 8 3 May	Introduction to Qualitative Research	*6 May.*	I. Introduction to Observation Research II. Observation Data Collection Preparation
Week 9 10 May	Conducting Observation Research	*13 May*	I. and II. Analysis and Interpretation of Observation Data
Week 10 17 May	Introduction to Interview Research	*20 May*	I. and II. Questioning and Data Capturing Techniques
Week 11 24 May	Interview Research	*27May*	I. and II. Interview Analysis
Observation Assignment due Monday 23 May 11am			
Week 12 31 May.	Tourism Industry Application of Research	*3 June*	I. & II. Course Review

BTM 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
• Appreciate the role of research in the study and management of tourism	*Critical Thinking:* Achieve a critical appreciation of the role and utility of research in the management of tourism *Leadership:* Acquire the ability to inform the management of tourism operations with research
• Develop a familiarity with all stages of the research process, from problem formulation through to the analysis and ultimately the application of research findings.	*Critical Thinking:* Develop a critical appreciation of the principles underlying research design and implementation *Communication:* Convert research findings into meaningful conclusions and recommendations
• Generate understanding and an ability to evaluate different approaches to tourism research, as well as use a range of appropriate methodologies	*Critical Thinking:* Assess the suitability of different research approaches as well as strengths and weaknesses of various research methodologies
• Engage in informed individual and group decision-making	*Critical Thinking:* Critically assess the strengths and weaknesses of different ideas and approaches both individually and as a group *Leadership:* Exhibit leadership by presenting a well-informed and convincing argument to others
• Equip students with experience in applied individual and group tourism research.	*Leadership:* Foster the ability to work as a team and co-ordinate tasks with others *Creative Thinking*: Develop the ability to find solutions to logistical challenges when conducting primary research *Communication:* Communicate clearly and effectively with co-researchers and research participants

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 related findings
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 see page 6), while Assignment 2 (observation research) will assess items 1, 2, 5, 6, and 8. Skills 1, 3, 6, and 7 will primarily be assessed by the exam.

Expected Workload
Students can expect the workload to be approximately 13 hours per week (20 pt course), including both scheduled contact time (lectures, tutorials, workshops) and outside class (including research time).

Group Work

This course contains group work components. Students will engage in group work while preparing and conducting research. The first assignment draws on group work however the assessment (report) is an individual piece of 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.

Readings

Useful general introductions to tourism-related research include:

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.

Henderson, K. A. (2006). *Dimensions of Choice : Qualitative Approaches to Parks, Recreation, Tourism, Sport, and Leisure Research*. State College: Venture Publishing.

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

Phillimore, J., & Goodson, L. (2004). eds. *Qualitative Research in Tourism: Ontologies, Epistemologies and Methodologies*. London: Routledge (ebook).

Ritchie, B.W., Burns, P., & Palmer, C. (2005). eds. *Tourism Research Methods: Integrating theory with practice*. Wallingford: CABI.

Singh, K. (2007). *Quantitative Social Research Methods*. Los Angeles: Sage.

Smith, S. L. J. (2010). *Practical Tourism Research*. Wallingford: CABI.

Veal, A. J. (2006). *Research Methods for Leisure and Tourism: A Practical Guide 3rd ed*. 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

Assessment Requirements

Assignment	Title	Weight	Due Date
1	Survey Report	40%	Monday 18 April at 11am
2	Observation Research Report	20%	Monday 23 May at 11am
3	Final Examination (3 hours)	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 truly student-led 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 (11 March).

Assignment 2 – Observation Research Report (word limit 2000)
Prepare an individual research report for the observation exercise conducted in class.
This is an individual assessment. Using the research report format used for the first assignment in TOUR380, introduce and describe the observation research project and its objectives. Justify the choice of the research method, explain how it was implemented and what data has been gathered. Illustrate how you have analysed and interpreted that data. Present and appraise your research findings, identify their possible uses and implications as well as limitations to the research project.

Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

Examination (3 Hours)
Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period. The final examination for this course will be scheduled at some time during the period: Friday 10 June – Saturday 2 July (inclusive)

Assignment Submission
Students must keep an electronic copy of their work for the duration of the trimester in addition to the submitted hardcopy. All assignments have to be submitted to the TOUR380 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.**

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

Policy on Remarking

Every attempt is made to ensure that the marking is consistent and fair to students. If you have a question about your grade, first talk to the course coordinator. As per FCA policy, students may ask for their written work to be remarked. Details of the remarking procedures are available on Blackboard. Application for remarks must be made within 5 days after the marks are available and submitted to the Tourism Management Administrator Helen Jiang in RH927, 9th floor of Rutherford House at Pipitea Campus. Allow up to 5 working days for remarks to be completed.

Penalties - for Lateness & Excessive Length of Assignments

(i) In fairness to other students, work submitted after a 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 (for example a one day penalty would result in a B 67% being adjusted to B- 62%). **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, work load 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 the course co-ordinator, 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 the course co-ordinator 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.** The penalty will be 10% of the grade for an assignment which is 10% over the word limit.

Please submit late assignments to Helen Jiang (Rutherford House, Room 927, telephone: 463 5720).

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
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.

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.

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.

Class Representative

A class representative will be elected in the first lecture. The person's name and contact details will be available to VUWSA, the Course Coordinator and the class (via Blackboard). The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

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

Find key dates, explanations of grades and other useful information at
www.victoria.ac.nz/home/study

Find out about academic progress and restricted enrolment at
http://www.victoria.ac.nz/home/study/academic-progress.aspx

The University's statutes and policies are available at www.victoria.ac.nz/home/about/policy, except qualification statutes, which are available via the Calendar webpage at
http://www.victoria.ac.nz/home/study/calendar.aspx (See Section C).

Further information about the University's academic processes can be found on the website of the Assistant Vice-Chancellor (Academic) at
www.victoria.ac.nz/home/about_victoria/avcacademic/default.aspx

AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support

http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx

Faculty of Commerce and Administration Offices

http://www.victoria.ac.nz/fca/studenthelp/

Manaaki Pihipihinga Programme

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