

Victoria Management School

**TOUR 402 TOURISM RESEARCH METHODS**

Trimester One 2011

**COURSE OUTLINE**

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**COURSE COORDINATOR**

Professor Doug Pearce

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**ADMINISTRATOR**

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**SEMINAR TIME AND LOCATION**

**Seminars Tuesday 9.30am – 12.20pm RH G03**

**TRIMESTER DATES**

From Monday 28 February – Friday 3 June 2011

**Withdrawal from Course**

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.

## **BTM (Hons)/MTM Programme and Course-related Learning Objectives**

**Learning Goal #1:** Our graduates will possess and apply an advanced understanding of tourism management, be able to undertake and use research, and have a range of transferable skills.

### *Learning Objectives*

Graduates will be able to:

- (a) demonstrate a critical understanding of theoretical and applied aspects of tourism management;
- (b) display an advanced appreciation for concepts and methods that inform the management of tourism organizations, businesses, and resources;
- (c) design and conduct independent research;
- (d) develop skills and knowledge that provide a solid platform for further postgraduate study.

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

### *Learning Objectives*

Graduates will be able to:

- (a) think conceptually and analytically about tourism and its management;
- (b) synthesize and evaluate a range of tourism management issues;
- (c) access, evaluate and apply a range of information and data sources;
- (d) use innovative thinking and creative skills in the context of the tourism business environment and tourism research.

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

### *Learning Objective*

Graduates will be able to communicate ideas and research findings articulately and effectively in a range of written and oral formats.

**Learning Goal #4:** By meeting the above learning goals, our graduates will display leadership and be able to assume positions of responsibility in the tourism industry and related sectors.

### *Learning Objectives*

Graduates will be able to:

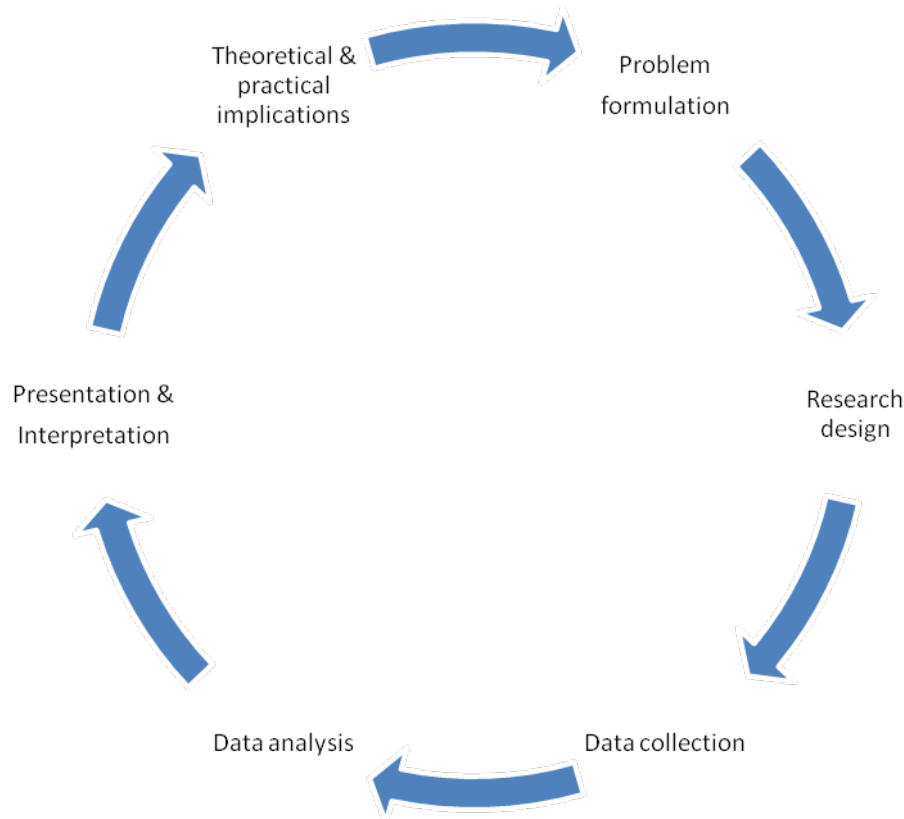
- (a) engage in effective decision making through their analytical, creative and communications skills and experience;
- (b) demonstrate a mastery of a wide range of tourism management concepts and techniques.

## **Course Objectives and Content**

This paper provides a broad overview of tourism research methods and their application. Its basic objectives 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 (Figure 1) 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 latter as the course progresses, and concludes with presentations of your own research projects (see attached programme).



**Figure 1 The Research Cycle**

### **Course-related Student Learning Objectives and 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 and Course Requirements**

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 theoretical or conceptual frameworks have been used? How have they been used?
- 3) What methodology has been used? Is it appropriate?
- 4) What type and sources of data have been used?
- 5) What means of analysis have been employed? Is there an explicit analytical framework?
- 6) Are the results presented clearly and interpreted effectively. Have the objectives been met?
- 7) How effectively are the different phases of the research brought together?
- 8) 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 **29 March** at 12.20pm. While the assessment will be based on the written essay, you should also be prepared to present and discuss your critique 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 on **May 24** and **May 31**. Twenty minutes will be given for presentation and ten minutes for discussion. The written report should not exceed 4000 words (plus tables, figures etc) and is due at 9.30am on the Friday of the week in which the presentation is made.

Assessment: **60%** of the final grade – **10%** for the class presentation and **50%** for the written report.

### **Class participation**

Your full and active participation is essential to develop your critical and communication skills, to acquire leadership experience and 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.

### **Readings**

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

<b>WEEK</b>	<b>402 Programme</b>
1 1 March	Introduction to tourism research - types of research - concepts of research cycle - set research critique exercise
2 8 March	Approaches to tourism research - discussion of Van Scotter & Culligan, Walle and Pearce readings
3 15 March	Frameworks for tourism research
4 22 March	Formulating a research problem - discussion of Dann and Pearce readings
5 29 March	Presentation of research critiques Introduction to research projects and discussion of ethical considerations
6 5 April	Tourism data - characteristics and collection, including use of multiple data sources
7 12 April	Applied tourism research
	<b>MID-SEMESTER BREAK</b>
8 3 May	Analytical frameworks for tourism
9 10 May	Analyzing and presenting results
10 17 May	Analyzing and presenting qualitative data
11 24 May	Presentation of research projects
12 31 May	Presentation of research projects Overview

## Expected Workload

According to the University's Assessment Handbook, students are expected to devote 10 hours per week to this 15-point course.

## Class Representative

One class representative for all TOUR 400 level courses will be elected in the first class, and that person's name and contact details made available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

## Handing in Assignments

Students must prepare two copies of each assignment and keep the second copy for their own reference. Students should keep an electronic copy of their work archived in case the original assignment goes missing. Failure to do so will jeopardise any claim by you that your work was submitted in the rare cases where your work goes astray. Please submit your assignments directly to Professor Pearce.

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.

## 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 (including weekends). **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**.

Extensions will only be granted under special circumstances. Students who wish to apply for an extension must contact the course coordinator 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'. Medical certificates must also indicate the duration of the illness. Please submit late assignments to the course coordinator (Prof Pearce).

- (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 a course coordinator, 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 coordinators 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**

Students may ask for their written work to be remarked. Course instructors in tourism management put tremendous effort into the grading of student assignments. Students are encouraged to speak with the course coordinator if they believe that their mark is not an accurate reflection of the quality of their work.

Application for remarks must be made within 5 days after the marks are available. Allow up to 5 days for remarks to be completed.

### **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 online VUW library site (<http://www.vuw.ac.nz/library/research/reference/referencingguides.aspx>).

## **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 TOUR 402\_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**

Find key dates, explanations of grades and other useful information at [www.victoria.ac.nz/home/study](http://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](http://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](http://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](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/](http://www.victoria.ac.nz/st_services/mentoring/)