

School of Management

## **TOUR 380 TOURISM RESEARCH**

Trimester One 2012

### **COURSE OUTLINE**

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#### **COURSE CO-ORDINATOR**

**Dr Christian Schott**

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#### **COURSE LECTURERS**

**Dr Julia Albrecht**

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#### **ADMINISTRATOR**

**Gill Higgins**

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Teaching Period: Monday 5 March – Friday 8 June

Study Period: Monday 11 June – Thursday 14 June

Examination Period: Friday 15 June – Wednesday 4 July (inclusive)

#### **Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before Friday 16 March 2012.
2. The standard last date for withdrawal from this course is Friday 18 May 2012. 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**

<i>Lectures</i>	<i>Time</i>	<i>Lecture Theatre</i>
Mondays (1 hour)	9.30 – 10.20am	GBLT4
Thursdays (2 hours)	9.30 – 11.20am	GBLT4

### Computer Workshops

Computer workshops where students will learn about and use a quantitative data analysis programme (IBM SPSS) will take place during Thursday lectures from week 4 (29 March) through to week 7 (3 May). Additionally, two Monday lectures will be used as IBM SPSS workshops – 2 April and 30 April. All computer workshops will take place in Cybercommons in the Railway West Wing (RWW102). 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. Lecture notes and other hand outs will be distributed in the lectures.

### Course Content and Course Delivery

Research is an integral part of tourism education and practice, as highlighted by the UNWTO’s Global Code of Ethics, because it creates knowledge and tests assumptions.

*“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 research techniques and methods of conducting research that are 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 with support from your lecturer. The course will also expose students to a quantitative data analysis programme (IBM SPSS).

The assessment for this course is based on two applied research projects as well as on an end-of-course exam. The assignment 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!*

<b>Date</b>	<b>Monday 9.30-10.20am (GBLT4)</b>	<b>Date</b>	<b>Thursday 9.30-11.20am (GBLT4)</b>
<b>Part I – The Research Cycle and Survey Research for Tourism Management</b>			
<i>Week 1</i> <i>5 March</i>	Introduction to tourism research	<i>8 March</i>	I. Research cycle and ethics II. Introduction to quantitative research
<i>Week 2</i> <i>12 March</i>	Sampling	<i>15 March</i>	I. Questionnaire development II. Introduction to survey project
<i>Week 3</i> <i>19 March</i>	Survey project workshop	<i>22 March</i>	I. Survey project workshop II. Finalise questionnaire
<i>Week 4</i> <i>26 March</i>	Coding and project logistics	<i>29 March</i>	I. Data analysis II. Introduction to SPSS (RWW102)
<i>Week 5</i> <i>2 April</i>	Report writing and SPSS revisited (RWW102)	<i>5 April</i>	I. SPSS workshop (RWW102) II. SPSS workshop (RWW102)
<b>Study Break</b>			
<i>Week 6</i> <i>23 April</i>	Data interpretation and the finer points of report writing	<i>26 April</i>	I. Analysis workshop (RWW102) II. Analysis workshop (RWW102)
<i>Week 7</i> <i>30 April</i>	SPSS and Analysis Support Workshop (RWW102)	<i>3 May</i>	I. and II. SPSS and Analysis Support Workshop (RWW102)
<i>Assignment 1 – Survey report due Friday 4 May at noon (12 o'clock)</i>			

Part II – Qualitative Research Methods for Tourism Management			
Week 8 7 May	Introduction to Qualitative Research	10 May	I. Introduction to Observation Research II. Observation Data Collection Preparation
Week 9 14 May	Conducting Observation Research	17 May	I. and II. Analysis and Interpretation of Observation Data
Week 10 21 May	Introduction to Interview Research	24 May	I. and II. Questioning and Data Capturing Techniques
Week 11 28 May	Interview Research	31 May	I. and II. Interview Analysis
<i>Assignment 2 - Observation report due Friday 1 June at noon (12 o'clock)</i>			
Week 12 4 June.	Public Holiday – no lecture	7 June	I. & II. Course Review and Exam Information

### **Bachelor of Tourism Management (BTM) Learning Goals and 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 organizations, businesses, and resources
- (c) demonstrate a breadth of tourism management expertise: managing tourism businesses, visitors, and impacts
- (d) 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 tourism management problems

#### *Learning Objectives*

Graduates will be able to:

- (a) assess, appraise, and synthesise a range of tourism management issues, plans, and concepts
- (b) identify, access, and evaluate a range of information and data sources
- (c) undertake and apply research in tourism management
- (d) analyse, evaluate, and interpret tourism data (on businesses, destinations, and industry sectors)
- (e) 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:

- (a) present original ideas and material effectively using a range of media
- (b) apply advanced written communication 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 individual and group decision making
- (b) develop an understanding of tourism leadership qualities and issues
- (c) acquire an appreciation for good leadership in the workplace through the practicum

## 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"> <li>Appreciate the role of research in the study and management of tourism</li> </ul>	<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"> <li>Develop a familiarity with all stages of the research process, from problem formulation through to the analysis and ultimately the application of research findings.</li> </ul>	<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"> <li>Generate understanding and an ability to evaluate different approaches to tourism research, as well as use a range of appropriate methodologies</li> </ul>	<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"> <li>Engage in informed individual and group decision-making</li> </ul>	<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"> <li>Equip students with experience in applied individual and group tourism research.</li> </ul>	<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 students will be able to:

- inform the management of tourism operations with research
- formulate research questions and collect, analyse, interpret and present the relevant data
- compare the strengths and weaknesses of quantitative and qualitative research
- use IBM SPSS (quantitative data analysis software) confidently at introductory level
- apply selected research techniques to a research project
- discuss the significance and role of ethics in research
- critically appraise the strengths and weaknesses of research methodologies and related findings
- 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 for more assessment details), 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 (research 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.

## 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.

## Assessment Requirements

Assignment	Title	Weight	Due Date
1	Survey Report	40%	Friday 4 May at noon (12 o'clock)
2	Observation Research Report	20%	Friday 1 June at noon (12 o'clock)
3	Final Examination (3 hours)	40%	Date to be announced
	<b>TOTAL</b>	<b>100%</b>	

### Assignment 1 – Survey Report (word limit 3500)

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 students, as they will decide on most of the key decisions as a group. 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 (15 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.

### Quality Assurance Note

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.

## Examinations

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 from Friday 15 June – Wednesday 4 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 number 18 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 Gillian Higgins in RH1022, 10<sup>th</sup> 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 an 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 Gill Higgins (Rutherford House, Room 1022, telephone: 463 6924).

## 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. (2010). ed. *Qualitative Research Methods in Human Geography 3<sup>rd</sup> ed.* 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 3<sup>rd</sup> 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.

*Required course readings will be distributed in the form of a course reader at the beginning of the course*

## 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 in the lectures and posted on the **Blackboard** website at <http://blackboard.vuw.ac.nz/>. It is crucial that you regularly check Blackboard for messages, announcements and materials. On occasion information may also be sent to your Blackboard registered email account; please check this regularly as well.

### *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 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.

**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/>

**Te Putahi Atawhai**

**Maori and Pacific Mentoring Programme**

<http://www.victoria.ac.nz/tpa/>