

School of Management

TOUR 380 TOURISM RESEARCH

Trimester 2 2014

COURSE OUTLINE

COURSE CO-ORDINATOR

Dr Christian Schott

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Office Hours: Mondays 2-4pm. And at other times with appointment.

COURSE LECTURERS

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ADMINISTRATOR

Luisa Acheson

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Trimester Dates

Teaching Period: Monday 14th July – Friday 17th October

Study Period: Monday 20th October – Thursday 23rd October

Examination Period: Friday 24th October – Saturday 15th November (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 25th July 2014.
2. The standard last date for withdrawal from this course is Friday 26 September. 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> |
|-------------------|-----------------|------------------------|
| Tuesdays (1 hour) | 10.30 – 11.20am | GBLT4 |
| Fridays (2 hours) | 10.30 – 12.20pm | GBLT4 |

Computer Workshops

Computer workshops where students will learn and use a quantitative data analysis programme (SPSS) will take place during Friday lectures from week 4 (8 August) through to week 7 (12 September). Additionally, two Monday lectures will be used as SPSS workshops – 12 August and 9 September. All computer workshops will take place in Cybercommons in the Railway West Wing. More information about computer workshops will be provided in week 3. Cybercommons may also be used for specific exercises later in the course, this will be advised.

All important announcements concerning alterations to the lecture programme and workshops will be mentioned in the lectures and posted on BB. 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 analysis and that are of greatest relevance to both managers working in the tourism industry, and students considering postgraduate study: questionnaire survey research, interview research and introductory statistical analysis. 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 (SPSS).

The assessment for this course is based on two applied research projects as well as 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 basic quantitative analysis. The second assignment deals with the principles and practice of inferential statistical analysis and assists students in developing the ability to effectively interpret statistical information typically used in business research reports.

| Date | Tuesdays 10.30-11.20am (GBLT4) | Date | Fridays 10.30 – 12.20pm (GBLT4) |
|---|---|------------------|---|
| Part I – The Research Cycle and Survey Research for Tourism Management | | | |
| <i>Week 1</i> <i>15 July</i> | Introduction to tourism research | <i>18 July</i> | I. Research cycle and ethics II. Introduction to quantitative research |
| <i>Week 2</i> <i>22 July</i> | Sampling | <i>25 July</i> | I. Questionnaire development II. Introduction to survey project |
| <i>Week 3</i> <i>29 July</i> | Survey project workshop | <i>1 August</i> | I. Survey project workshop II. Finalise questionnaire |
| <i>Week 4</i> <i>5 August</i> | Coding and project logistics | <i>8 August</i> | I. Data analysis II. Introduction to SPSS (cybercommons) |
| <i>Week 5</i> <i>12 August</i> | Report writing and SPSS revisited (cybercommons) | <i>15 August</i> | I. SPSS workshop (cybercommons) II. SPSS workshop (cybercommons) |
| <i>Week 6</i> | Data interpretation and the finer | <i>22 August</i> | I. Analysis workshop (cybercommons) |

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|---|---|---------------------|---|
| <i>19 August</i> | points of report writing | | II. Analysis workshop (cybercommons) |
| <i>Week 7 9 September</i> | SPSS and Analysis Support Workshop (cybercommons) | <i>12 September</i> | I. and II. SPSS and Analysis Support Workshop (cybercommons) |
| <i>Assignment 1 – Survey Project Report due Monday 15 September at noon (12 o'clock)</i> | | | |
| Part II – Testing for patterns and relationships in research data: introductory statistical analysis | | | |
| <i>Week 8 16 September</i> | Introduction to Statistical Analysis | <i>19 September</i> | I. Principles of Statistical Analysis II. Introductory Techniques for Statistical Analysis |
| <i>Week 9 23 September</i> | Applying Statistical Tests | <i>19 September</i> | I. and II. Conducting and Interpreting Statistical Tests |
| Part III – Qualitative Research Methods for Tourism Management | | | |
| <i>Week 10 30 September</i> | Introduction to Qualitative Research | <i>3 October</i> | I. and II. Questioning and Data Capturing Techniques |
| <i>Week 11 7 October</i> | Interview Research | <i>10 October</i> | I. and II. Interview Analysis |
| <i>Assignment 2 – Statistics Report due Monday 13 October at noon (12 o'clock)</i> | | | |
| <i>Week 12 14 October</i> | Guest Lecture about Tourism Research and Prize Presentation | <i>17 October</i> | 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-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:

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 IBM 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 Project Report (Assignment 1 see next page for more assessment details), while Assignment 2 (Statistics Report) will assess items 1, 2, 4, and 7. Skills 1, 3, 6, and 7 will 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

In addition to obtaining an overall course mark of 50 or better, students must

1. Submit all assignments
2. Obtain a grade of at least 40% on the final examination.

If you cannot complete an assignment or sit a test or examination, refer to

www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat

Assessment Requirements

| Assignment | Title | Weight | Due Date |
|------------|-----------------------------|-------------|--|
| 1 | Survey Project Report | 40% | Monday 15 September at noon (12 o'clock) |
| 2 | Statistics Report | 20% | Monday 13 October at noon (12 o'clock) |
| 3 | Final Examination (3 hours) | 40% | Date to be announced |
| | TOTAL | 100% | |

Assignment 1 – Survey Project Report (word limit 3300)

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 you will make 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 (25 July).

Assignment 2 – Statistics Report (word limit 1500)

Prepare a research report which utilises inferential statistics to analyse trends and relationships in the research data generated by our survey earlier in the course.

This is an individual assessment. More information about this assessment will be provided in the first weeks of the course.

Examinations

This course has a three hour final examination. The final examination for this course will be scheduled during the period Friday 24 October – Saturday 15 November (inclusive). Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period.

From Trimester 1, 2014, a revised Assessment Handbook will apply to all VUW courses: see <http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

In particular, there will be a new grade scheme, in which the A+ range will be 90-100% and 50-54% will be a C-.

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 assignment 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 Luisa Acheson in RH1022, 10th 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 unless this has been discussed and approved by the course coordinator.

- (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 (word limit includes everything apart from reference list and illustrative appendices).

Please submit late assignments to Luisa Acheson (Rutherford House, Room 1022, telephone: 463 5720).

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 3rd 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 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.

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

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.

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.

Communication of Additional Information

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

Any leftover copies of material handed out in lectures will be made available in the tourism box in the Murphy building, level 2.

Student feedback

Student feedback on University courses may be found at www.cad.vuw.ac.nz/feedback/feedback_display.php

Link to general information

For general information about course-related matters, go to

<http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

Note to Students

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 academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.
