



Paper Coordinator / Lecturer

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Office hours: every Wednesday from 1pm to 3pm

Paper Code and Title: TOUR707 Tourism Research

Level: 7

Credits: 15

Pre/Co-Requisites: see University Calendar

Learning Hours: 150

Prescriptor

Introduces scientific research techniques and methods as applied to tourism and teaches students to conduct and analyse research projects in a number of ways. There will be an emphasis on information retrieval, usage, critique and analysis.

Learning Outcomes

On completion of this paper, successful students will be able to:

1. Critically evaluate the application of various research methods to tourism;
2. Critically evaluate different research methods;
3. Apply and assess various forms of research analysis;
4. Integrate research applications into a comprehensive written and verbal report.

Paper Requirements

To successfully complete this paper, the following conditions must be met:

- Obtain a final minimum mark of 50% overall in the paper;
- Submit all assessments. If any assessment is not handed in, a DNC grade will be awarded for the paper. NOTE: As per the General Academic Regulations of AUT University, if you do not submit a completed compulsory component, you may be withdrawn from the paper.

Reading

Required texts

There is no required text. Important reading material will be made available via Blackboard.



Supplementary reading

There are a number of books that will be helpful to you as you prepare your assignments:

Altinay, L. & Paraskevas, A. (2008). *Planning research in hospitality and tourism*. Oxford, United Kingdom: Butterworth-Heinemann.

Cronk, B. C. (2006). *How to use SPSS: A step-by-step guide to analysis and interpretation (4th ed.)*. Glendale, CA: Pycszak Publishing.

Czaja, R., & Blair, J. (2005). *Designing Surveys: A Guide to Decisions and Procedures (2nd ed.)*. Thousand Oaks, CA: Sage Publications.

Dillman, D. A. (2000). *Mail and Internet Surveys. The Tailored Design Method (2nd ed.)*. New York, NY: John Wiley & Sons.

Field, A. (2013). *Discovering Statistics Using IBM SPSS Statistics (4th ed.)*. Los Angeles, CA: Sage

Finn, M., Elliott-White, M., & Walton, M. (2000). *Tourism & Leisure Research Methods: Data collection, analysis and interpretation*. Harlow, United Kingdom: Pearson Education Limited.

Gaur, A. S., & Gaur, S. S. (2006). *Statistical methods for practice and research: A guide to data analysis using SPSS*. New Delhi, India: Response Books.

Jennings, G. (2010). *Tourism Research (2nd ed.)*. Milton, Australia: John Wiley & Sons Australia.

Marshall, C., & Rossman, G. B. (2006). *Designing Qualitative Research (4th ed.)*. Thousand Oaks, CA: Sage Publications.

Silverman, D. (2005). *Doing qualitative research: A practical handbook. (2nd ed.)*. London, United Kingdom: SAGE Publications.

Singleton, R. A. Jr., & Straits, B. C. (2005). *Approaches to Social Research. (4th ed.)*. New York, NY: Oxford University Press.

Assessment grid

#	Assessment type	Due date	Weighting	Learning outcomes
1	Individual assessment: mid-term test	Week 8	40%	1, 2
3	Group research report	Week 11	40%	1, 2, 3, 4
2	Individual assessment: poster presentation	Week 13-15 (exam weeks)	20%	4

Paper Changes in Response to Previous Student Feedback

Previous student feedback was very positive and no major changes have been made to the paper for this semester. Your feedback throughout the semester will be welcomed.



Student Responsibilities:

Class times and places

These are shown on your personal timetable which is available from the ARION website.
<https://arion.aut.ac.nz>

Blackboard (previously referred to as AUTonline)

Resources are posted online and it is your responsibility to download the appropriate course material and bring this to class. It is highly recommended that you prepare for each class and tutorial by reading the material prior to class. There is learning material available on Blackboard so please use this to enhance your study and assignments: <https://autonline.aut.ac.nz/>

Submitting your assignment

Follow the instructions on the assessment details carefully, including information on

- Due date and time;
- Submission instructions; and
- Turnitin requirements

It is the student's responsibility to know what method is required for this paper, detailed in the assessment instructions. No responsibility will be taken by the lecturer or the School of Hospitality and Tourism for assignments left under office doors or handed into administration offices.

Where to hand in the assignment will be specified under submission instructions.

Unless instructed otherwise by your lecturer, all written assignments are to be submitted to Turnitin. If an assignment is not submitted to Turnitin, it will not be marked and you will receive a DNC (Did Not Complete). Turnitin is software that determines if the work is your own and not someone else's work. Therefore, you are required to submit an electronic version of your assignment through the link on Blackboard. Instructions for using Turnitin will be provided in class. The submission title for Turnitin must be your STUDENT ID number. You will receive a confirmation of your submission to your email address.

Grades

In-course grades will be posted either in Grade Centre on Blackboard or Arion. Note that grades posted on Blackboard or Arion are provisional only until after Exam Board at the end of each semester. Final results will be sent through Arion Correspondence.

Refer to the Programme Manual for information on:

Referencing, Turnitin, plagiarism and late assessments

Special consideration for assessments

Extension dates for assignments

**School of Hospitality and Tourism
Paper Study Guide
TOUR707 Tourism Research
Semester 1, 2017**



**Examination Procedures
Reconsideration of Marks
Appeal for Paper results**



Weekly schedule – outline of content

Week	Lecture /tutorial	Reading /resources
Wk 1 (27 Feb – 3 March)	L: Introduction and administration. Assessment outline T: Introduction to research	Jennings, G. (2010). <i>Tourism Research (2nd ed.)</i> . Milton, Australia: John Wiley & Sons Australia. Chapter 1+2 Singleton, R. A. Jr., & Straits, B. C. (2005). <i>Approaches to Social Research (4th ed.)</i> . New York, NY: Oxford University Press. Chapter 1+2
Wk 2 (6 March – 10 March)	L: Methodology and research design T: Methodology and research design	Jennings, G. (2010). <i>Tourism Research (2nd ed.)</i> . Milton, Australia: John Wiley & Sons Australia. Chapter 4+5 Singleton, R. A. Jr., & Straits, B. C. (2005). <i>Approaches to Social Research (4th ed.)</i> . New York, NY: Oxford University Press. Chapter 3
Wk 3 (13 March – 17 March)	L: Literature review T: Conceptualisation and operationalisation	Jennings, G. (2010). <i>Tourism Research (2nd ed.)</i> . Milton, Australia: John Wiley & Sons Australia. Chapter 3 Saunders, M., Lewis, P., & Thornhill, A. (2000). <i>Research methods for Business Students (2nd ed.)</i> . London, United Kingdom: Financial Times/Prentice Hall. Chapter 3 Singleton, R. A. Jr., & Straits, B. C. (2005). <i>Approaches to Social Research (4th ed.)</i> . New York, NY: Oxford University Press. Chapter 4
Wk 4 (20 March – 24 March)	L: Qualitative methods T: Qualitative methods: a case on using interviews and focus groups	Jennings, G. (2010). <i>Tourism Research (2nd ed.)</i> . Milton, Australia: John Wiley & Sons Australia. Chapter 6 Cresswell, J. W. (2003). <i>Research Design: Qualitative, Quantitative and Mixed Methods Approaches (2nd ed.)</i> . Thousand Oaks, CA: Sage. Chapter 10
Wk 5 (27 March – 31 March)	L: Quantitative data collection: survey methods and design T: Sampling techniques	Jennings, G. (2010). <i>Tourism Research (2nd ed.)</i> . Milton, Australia: John Wiley & Sons Australia. Chapter 5+8 Israel, G. D. (2009). Determining Sample Size (PEOD6). Retrieved from University of Florida, Institute of Food and Agricultural Sciences website: http://edis.ifas.ufl.edu
Wk 6 (3 April – 7 April)	L: Quantitative methods and data interpretation	Jennings, G. (2010). <i>Tourism Research (2nd ed.)</i> . Milton, Australia: John Wiley & Sons Australia. Chapter 9



	T: Quantitative methods and data interpretation	Altinay, L., & Paraskevas, A. (2008). <i>Planning research in hospitality and tourism</i> . Oxford, United Kingdom: Butterworth-Heinemann. Chapter 10
Wk 7 (10 April – 13 April)	L: Research report writing T: Research report writing	Jennings, G. (2010). <i>Tourism Research (2nd ed.)</i> . Milton, Australia: John Wiley & Sons Australia. Chapter 10 Veal, A. J. (2006). <i>Research Methods for Leisure and Tourism: A Practical Guide (3rd ed.)</i> . New York, NY: Financial Times/Prentice Hall. Chapter 13
MID SEMESTER BREAK (17 April – 28 April)		
Wk 8 (1 May – 5 May)	L: No lecture: mid-term preparation T: No tutorial (replaced by mid-term) Assessment 1: mid-term test, time and location TBC	
Wk 9 (8 May – 12 May)	L: Getting started with SPSS T: Data extraction and initial coding for research report	
Wk 10 (15 May – 19 May)	L: Descriptive data analysis and data exploration with graphs in SPSS T: Analysing survey responses via descriptive statistics in SPSS	
Wk 11 (22 May – 26 May)	L: Finishing research report T: Finishing research report Assessment 2 deadline	
Wk 12 (29 May – 2 June)	L: Introduction to poster presentation T: Developing a poster	
WEEKS 13, 14 AND 15 – EXAM WEEKS		



Assessment details

Assessment 1:	Mid-term test
Due date and time:	Week 8, exact date and time to be confirmed
Submission instructions:	N/A
Turnitin instructions:	N/A
Assessment brief:	This test will cover topics studied in the first half of the semester (Weeks 1-6). Structure of the test will be provided in class (week 1+6). Attendance is mandatory and failure to do so will result in a DNC grade for the whole paper.



- Assessment 2:** Research report (group)
Due date and time: Week 11, Friday 26 May, 6pm
Submission instructions: Soft copy uploaded via Turnitin in Blackboard. No hard copy needed.
Turnitin instructions: Upload before Friday 26 May, 6pm by one group member
Assessment brief: In groups of 2-3 you are required to design and complete a relevant research study for a topic of your choice. The topic should have tourism focus and be applicable to your predetermined sample (your fellow students).

Task:

The report has to include the following sections:

1. Abstract (brief summary of the report)
2. Introduction to the topic (i.e. background, problem definition)
3. Literature review (i.e. themes and issues to be discussed)
4. Methodology (i.e. philosophy/paradigm, approach, methods of analysis used, survey design)
5. Findings and analysis (i.e. results of analyses, relationship to theory)
6. Conclusions and recommendations
7. Reference list
8. Appendix (i.e. questionnaire sample)

Requirements:

- 4500-5000 words; please note that the tables/figures and the appendix do not count towards the word count.
- Minimum of 15 references are required including research articles, textbooks and industry reports.

Marking schedule:

See next page for a detailed marking schedule.



Contents	Total Marks: /100
Abstract <ul style="list-style-type: none"> Brief summary of the report Research aim, methodology and key findings 	/5
Introduction <ul style="list-style-type: none"> Reasons for choosing the research topic Background of the research and scope of the investigation Research objectives and purpose of the report specified 	/10
Literature Review <ul style="list-style-type: none"> Relevant concepts/theories defined clearly Previous research themes and issues discussed in terms of methods and findings Linkage made between literature and the current study Show gaps in existing research and how it helped you form the questions 	/15
Methodology <ul style="list-style-type: none"> Research approach explained Methods discussed including secondary and primary data Target study population described Sampling techniques explained Research instrument and data collection process described Data analysis techniques and procedures explained 	/15
Results and Discussion <ul style="list-style-type: none"> Results presented clearly based on research questions Use appropriate tables and graphs to show results Use extracts for qualitative results Discuss how your results relate back to the literature 	/20
Conclusion and Recommendations <ul style="list-style-type: none"> Key points of research summarised Highlights of the interpretation and analysis Appropriate recommendations 	/10
References <ul style="list-style-type: none"> Consistency of in-text and end-of-text referencing (minimum 15 references) APA referencing style followed properly 	/5
Presentation <ul style="list-style-type: none"> Well-structured sections with properly numbered sub-divisions, table of contents included Correct spelling and grammar 	/5
Appendices <ul style="list-style-type: none"> Sample questionnaire 	/15



Assessment 3: individual poster presentation
Due date and time: Weeks 13-15, exact date and time to be confirmed
Submission instructions: N/A
Turnitin instructions: N/A
Assessment brief: You are required to design an individual single-page poster that summarises your entire group research report. You will be required to give a 10-minute presentation on the different aspects of your research, using the poster as a visualising tool.

Task:

The aim of the poster presentation is for you to present in a fluent, well-organised and engaging manner the setup and results of your research report.

The poster has to include the following sections:

1. Introduction (i.e. brief summary of problem statement and main research questions)
2. Literature review (i.e. themes and issues to be discussed)
3. Methodology (i.e. methods of analysis used)
4. Findings and analysis (i.e. results of analyses, relationship to theory)
5. Conclusions
6. Reference list

The poster should limit itself to giving a brief overview of the most important elements of your research report. Make a clear distinction between what needs to be included on the poster and what can be discussed orally during the presentation.

Requirements:

- A readable, well-presented poster that contains all necessary information on a single sheet
- A 10-minute presentation covering the aspects of the research report, as visualised on the poster

Marking schedule:

See next page for a detailed marking schedule.



Contents	Total Marks: /80
Visual presentation <ul style="list-style-type: none"> • Clear visual overview, uncluttered • Proper layout and balance between topics • Good balance between text, images, figures, graphs 	/15
Verbal presentation <ul style="list-style-type: none"> • Clear and concise spoken • Clarity of language • Minimal use of notes • Questions answered properly 	/10
Introduction <ul style="list-style-type: none"> • Background of the research and scope of the investigation • Research objectives and purpose of the report specified 	/10
Literature Review <ul style="list-style-type: none"> • Relevant concepts/theories defined clearly • Linkage made between literature and the current study • Show gaps in existing research and how it helped you form the questions 	/10
Methodology <ul style="list-style-type: none"> • Research approach explained • Sampling techniques explained • Data analysis techniques and procedures explained 	/10
Results and Discussion <ul style="list-style-type: none"> • Results presented clearly based on research questions • Discuss how your results relate back to the literature 	/10
Conclusion and Recommendations <ul style="list-style-type: none"> • Key points of research summarised • Highlights of the interpretation and analysis 	/10
References <ul style="list-style-type: none"> • Consistency of referencing (only sources used in poster) • APA referencing style followed properly 	/5