

The logo for AUT (Auckland University of Technology) is displayed in white, bold, sans-serif capital letters on a black rectangular background.

Tourism Research

Wk 7

Research report writing

Lecture 07-1

Today's session...

- Sheds a light on the types of research reports
- Gives some strategies on constructing a report and the different elements it should encompass
- Pays specific attention to the main body of the report: the technical aspects and the structure and content

- Fact or fiction: Alcohol improves your writing skills



Florida Keys – Public Libraries

“When you work hard all day with your head and know you must work again the next day, what else can change your ideas and make them run in a different plane like whisky?” (Ernest Hemmingway) Other famed authors such as David Foster Wallace, Edgar Allan Poe, and Truman Capote were also heavy drinkers, just like countless musicians and celebrities

<http://www.medicaldaily.com/how-drinking-alcohol-makes-you-more-creative-drink-more-aha-moments-271026>

1. Types of research reports

- When preparing the research report, you need to be aware of the audience you are writing for: e.g. general public, tourism organisations, government agencies, business managers, other researchers or academics, etc.
- We generally distinguish between 3 broad categories of research reports:
 1. Management/planning/project
 2. Academic article
 3. Thesis

• Jennings (2010), Veal (2006)

	Management / Planning / Project	Academic article	Thesis
Authorship	In-house staff, external consultants, or funded academics	Academics	Honours, masters or doctoral students
Content	Report of commissioned or grant-funded project	Report of academic research	Report of academic research
Brief	Provided by commissioning organisation or outlined in grant application	Generally self-generated (although may arise from commissioned work)	Generally self-generated (although may arise in part from grant-funded project)
Quality assurance	In-house: internal; Consultants / academics: reputation of researchers	Anonymous refereeing process	Supervision and examination by external examiners
Readership	Professional managers and possibly elected or appointed board/committee members	Primarily academics	Primarily academics
Published status	May or may not be publicly available	Publicly available (often online) in academic journals	Publicly available in libraries (sometimes online). Findings sometimes published in summarised form in articles
Length	Varies	In social sciences generally between 5000-8000 words	In social sciences between 20,000 words (Honours), 40,000 words (Masters) and 70,000 words (PhD)
Emphasis	Findings, rather than links with the literature/theory and methodology	Methodology, theory, literature as important as the findings	Methodology, theory, literature as important as the findings

• Veal (2006)

• Getting started:

- Researchers often leave too little time for report writing
- Many tasks can be written/organised early during the project, e.g.:
 - Introduction/statement of objectives
 - Outline of theoretical/evaluative framework
 - Literature review
 - Description of methodology
 - Production of diagrams, figures, tables and cover design

• Veal (2006)

2. Content of the report

- Example of a content list:

Cover and title page

Contents	page
Executive Summary	(i)
Preface	(ii)
Acknowledgements	(iii)
1. INTRODUCTION	1
2. LITERATURE REVIEW	5
3. METHODOLOGY	13
4. FINDINGS	22
5. SUMMARY AND CONCLUSIONS	35
REFERENCES	39
APPENDICES	44
LIST OF TABLES	56
LIST OF FIGURES	58

page
(i)
(ii)
(iii)
1
5
13
22
35
39
44
56
58



United Nations Environment Programme ©
http://sd.unwto.org/sites/all/files/pdf/11.0_tourism.pdf

Cover:

- Title of report
- Author
- Institution, publisher

Title page:

- Title of report
- Author
- Institution or publisher, including address and phone numbers
- Sponsoring body (e.g. 'Report to the Board of Directors')
- Publication date

- Veal (2006)

Cover and title page

Contents	page
<u>Executive Summary</u>	(i)
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1. INTRODUCTION	1
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LIST OF TABLES	56
LIST OF FIGURES	58

Summary:

- Different nomenclature: Executive summary (in management reports), Abstract (in articles), Synopsis (in thesis)
- Content of summary:
 - The background, context or objectives
 - Methods and data sources
 - Main findings
 - Conclusions
 - Recommendations where appropriate
- The executive summary is not the introduction, it is a summary of the whole report! Should be written last
- Size of summary:
 - For reports up to 20 pages: 1-2 summary pages
 - For reports up to 50 pages: 3-4 summary pages
 - For reports up to 100 pages: 4-5 summary pages
 - For reports above 100 pages: 5-6 pages

- Veal (2006)

Cover and title page	
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Preface/Foreword/Acknowledgements:

- Preface/Foreword includes:
 - Origins/context of study
 - Personal motivation/involvement of the author
- Acknowledgements may thank:
 - Funding organisations
 - Liaison officers of funding organisations
 - Members of steering committees
 - Organisations/individuals providing access to information/resources
 - Staff employed: interviewers, coders, computer programmers, word processors, secretarial support, etc.
 - Individuals (including academic supervisors) who have given advice, commented on report drafts, etc.
 - Individuals who responded to questionnaires, etc. (collectively)

References:

- Style should adhere to common organisational/journal practice
- APA6th is one of them, but also Harvard Style of Referencing widely used: be consistent!

• Veal (2006)

Cover and title page	
Contents	
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Appendices:

- Includes all material that is too detailed for the main body of the text, including:
 - Interview protocols
 - Questionnaires
 - Extensive statistical calculations and tables (summarised in main text)
- Appendices therefore mainly meant to give a more detailed overview of the methodological process of the research

List of tables/figures:

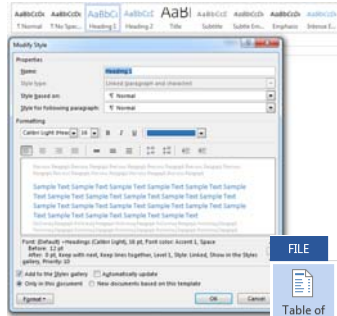
- Sometimes also come right after the table of content, depending on convention
- Is simply an overview list of all the tables and figures in the main report, with table/figure number, title, and page number

• Veal (2006)

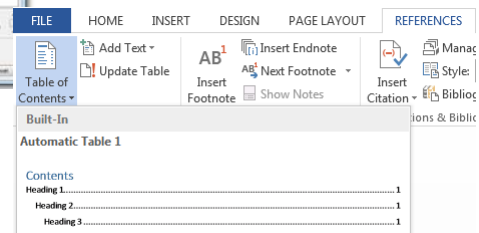
3. Main body of the report

a. Technical aspects

- Section numbering:
 - Need to establish a section numbering system for professional reports
 - Word processor 'styles' may be used
- Heading hierarchy:
 - Be aware of heading hierarchy: chapters, sections, sub-sections (e.g. Chapter 1, Section 1.1, 1.2, 1.3 etc.)
 - Sometimes paragraphs will also be numbered, especially in the case of governmental reports

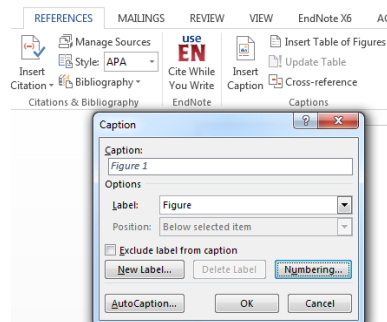


Using automatic heading styles and layout provided in word processor software will help at a later stage, since it allows you to automatically create a table of content. Especially for longer reports this is interesting since often page numbers can still change



- Veal (2006)

- Typing layout/spacing and paragraph size:
 - In professional reports, paragraphs are separated by blank lines
 - In academic papers, paragraphs are usually separated through indenting (no indenting of first line after heading)
 - While size of paragraphs depends primarily on consistency of thought within the paragraph, as a rule of thumb, paragraphs should be around 300 words
- Tables and graphics:
 - Always consider the balance between text, tables, graphics and their respective roles
 - Always have tables/graphics and reflection/discussion on the same page wherever possible. Usually text precedes the tables/graphics, but this is not a strict convention
 - Tables/graphics should be self-explanatory, numbered, titled, fully labelled and sourced



Using automatic Table and Figure labelling provided in word processor software guarantees consistency and facilitates the construction of the List of Tables and List of Figures

- Veal (2006)

- Example:

Table X. Participation in top 5 sports/physical activities, persons 16+, Gt Britain, 1986

Activity	% Participating in four weeks prior to Interview (most popular quarter)	
	Males	Females
Walking	21	18
Football	6	*
Snooker/billiards	17	3
Swimming – indoor	9	10
Darts	9	3
Keep fit/yoga	1	5

Source: General Household Survey, OPCS * less than 0.05%

Annotations: Table no. + Title; Meaning of categories; Source

- Veal (2006)

- Commentary on table (descriptive): The table indicates that the top five sports and physical recreation activities for men are walking (21%), snooker/billiards (17%), indoor swimming (9%), darts (9%) and football (6%), whereas for women the five most popular activities are walking (18%), indoor swimming (10%), keep fit/yoga (5%), snooker/billiards (3%) and darts (3%) → i.e. the text merely restates what is already in the table
- Commentary on table (comparative): Men and women may have more in common in their patterns of leisure activity than is popularly imagined. The table indicates that four activities – walking, swimming, snooker/billiards and darts – are included in the top five most popular sports and recreation activities for both men and women. While in general men's participation levels are higher than those of women, the table shows that women's participation rate exceeds that of men for two of the activities, namely keep fit/yoga and swimming → i.e. offers some analysis/comparison while still staying descriptive in nature
- Commentary on table (interpretative): In exploratory and explanatory research, the above discussion needs to be taken another step further and the descriptive analysis needs to be combined with discussion of findings in comparable research (i.e. looking for similarities, differences) and possible explanations for the findings

- Veal (2006)

b. Structure

- The report as 'narrative'
 - Telling a story
 - Use graphics, summarising tables
 - Relegate detailed information that is not necessary for the general understanding of the findings to the appendices
 - Structure according to conceptual framework and research questions not according to structure of data-gathering instrument
- The report as 'record'
 - Ensure that as much of the gathered information is included for future reference and to not let data go lost

c. Content

- Introduction:
 - Needs to address the research background (i.e. the general problem statement)
 - The general research question, aims, objectives, hypotheses of the research → relevant definitions already required here
 - The anticipated contribution that the research will make in terms of research gaps
 - The introduction + lit review usually account for about 10% of the total report

• Jennings (2010), Veal (2006)

- Literature review

- Relevant definitions and current state of literature with regards to the research problem and hypotheses. Only secondary resources to be used

- Methodology:

- The nature of the overlying theoretical paradigm utilised (limited to academic reports only)
- The data collection tools used and the justification for using these with regards to the research question and the paradigm that is adhered to. If appropriate, a justification of the case study area is also needed here
- The data collection strategy, including timing of data collection, sampling procedure, ways of collecting data, overview of variables in questionnaire and the reason for choosing these
- In academic journal articles, the descriptive statistics of the sample are also described in the methodology section, rather than the results or discussion section
- Main methods of data analysis (i.e. the qualitative or statistical models that will be used) and their justification
- Ethical issues and guidelines followed by the researcher
- The methodology section constitutes approximately 20% of the total report

- Finding/results:

- This section includes a primary descriptive analysis of the variables and their relationships
- The analysis is done via text, tables, figures and graphs
- Usually this section limits itself to an overview of results and findings, without analysis, interpretation and discussion, which follows afterwards. Although this depends on specific conventions of the publishing company

• Jennings (2010)

- Discussion:
 - In the discussion section, the main findings that were presented before are interpreted by linking back to theoretical constructs and other studies
 - Contrary results should be discussed and unusual results, weaknesses and alternatives given extra attention
 - An easy way to organise the discussion is by hypotheses
 - Often the discussion section is fused with the previous finding/results section, constituting the largest section of the report (about 30% for each)
- Conclusion:
 - The research problem is restated and the findings are summarised
 - First order conclusions give a short overview of found statistics while second order conclusions link the statistics to other studies
 - The conclusion widens the scope again from the direct observations, to the wider society, the management implications, etc.
 - The conclusions should also acknowledge some weaknesses of the current study and identify avenues for further research

• Jennings (2010)

Conclusion

- Writing the research report adheres to the same structured approach as the research design itself
- Start out with a broad, non-detailed overview of the textual structure, the important headings (based on your research design and research questions) and write a few short sentences on the content of each part
- Do not forget the management summary and spend considerable time on this, as well as the introduction and conclusion, since the majority of your readers will only pay attention to these parts and skim through the rest
- Using the advantages of word processor capabilities will allow you to keep consistency and win some time in the end by not having to toggle with page numbers and table/figure titles

References

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

Veal, A. J. (2006). *Research Methods for Leisure and Tourism: A Practical Guide (3rd ed.)*. New York, NY: Financial Times/Prentice Hall

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Tourism Research

Wk 7 Research report writing
Tutorial 07-2

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Today's session...

- Looks into the logical construction of an abstract
- Gives an exercise in interpreting results from a table
- Allows you time to finalise your questionnaire and think about your research paper structure

1. Logical structure of the abstract

- Organise following sentences to construct a logical summary of the author's arguments:

In addition to contributing to the scholarship of serious leisure and surf tourism, this study provides insights for the surf tourism industry.

Although more serious surfers are more avid travellers in the quest for the perfect wave as compared with less serious surfers, preference for local attractions and conveniences did not vary between groups.

Despite its economic significance, the surf tourism literature has gaps related to surf tourism segments.

This study applies the serious leisure framework to profile serious surfers and contrast their sociodemographic composition and travel behaviors.

Surf tourism is a multibillion dollar industry expected to continue expanding.

- Sotomayor & Barbieri (2016)

2. Interpreting tables

- Write a paragraph to interpret the findings of this table:

Table 8. A comparison of the perceived importance of destination attractions and conveniences between *less serious* and *more serious* surfers

Destination attributes ^a	n	Less serious surfers	More serious surfers	Statistical values ^b	
Local attractions ($\alpha=0.885$)					
Closeness to natural sites	107	3.3	3.3	$t=-0.080$	$p=0.936$
Historic and cultural richness of the site	107	2.7	2.9	$t=-0.661$	$p=0.510$
Availability of non-water sports	107	2.6	2.9	$t=-1.113$	$p=0.268$
Availability of other water sports	107	2.7	2.7	$t=-0.284$	$p=0.777$
Surfing tournaments or events	108	2.4	2.9	$t=-1.899$	$p=0.060$
Nightlife options	108	2.5	2.7	$t=-0.888$	$p=0.376$
Man-made attractions	107	1.9	2.4	$t=-2.300$	$p=0.023$
Overall attractions mean	109	2.6	2.8	$t=-1.553$	$p=0.124$
Services and conveniences ($\alpha=0.851$)					
Ideal surfing season in the destination	108	4.0	4.4	$t=-2.433$	$p=0.017$
Price opportunity	108	3.8	4.0	$t=-1.252$	$p=0.213$
Low crime risk area	107	3.6	4.0	$t=-1.631$	$p=0.106$
Basic lodging and accommodation	107	3.6	4.0	$t=-2.009$	$p=0.047$
Low health concern area	107	3.5	3.9	$t=-1.500$	$p=0.137$
Good place to gather with friends	109	3.2	3.6	$t=-1.758$	$p=0.082$
Family friendly facilities	106	2.8	3.3	$t=-2.050$	$p=0.043$
Friends and family living there	108	2.7	3.2	$t=-2.417$	$p=0.017$
Closeness to home	108	2.9	2.9	$t=-0.060$	$p=0.953$
Luxurious accommodations	106	2.0	2.2	$t=-1.027$	$p=0.307$
Overall conveniences mean	109	3.2	3.6	$t=-2.508$	$p=0.014$

^aMeasured on a 5-point scale ranging from 1 (very unimportant) to 5 (very important).

^bBonferroni adjusted critical value: $p < 0.006$.

Sotomayor & Barbieri (2016, p.70)

- After having written an interpretation of the table, compare it with the analysis of the original authors. Do you notice important differences? If so, why is that?

Although not statistically significant, *less serious* surfers cared less about local attractions than their counterparts ($M_{less} = 2.6$; $M_{more} = 2.8$) when choosing a surf travel destination (Table 8). Both groups also reported similar neutrality and even indifference towards different types of attractions. *More serious surfers* expressed somewhat more importance ($M = 3.6$) towards services and conveniences that the site offers as compared with *less serious surfers* ($M = 3.2$), although such a difference was not significant. An ideal surfing season ($M_{less} = 4.0$; $M_{more} = 4.4$), price ($M_{less} = 3.8$; $M_{more} = 4.0$), low crime ($M_{less} = 3.6$; $M_{more} = 4.0$), basic lodging and accommodations ($M_{less} = 3.6$; $M_{more} = 4.0$) and low health concerns ($M_{less} = 3.5$; $M_{more} = 3.9$) in the destination were important for all respondents with no statistical differences between groups. Being a good place to gather with friends ($M_{less} = 3.2$; $M_{more} = 3.6$) was to some extent important for the *more serious* surfers but not important for their counterparts.

Sotomayor & Barbieri (2016, p.69-70)

3. Preparation of group assignment

- Use the time to design your questionnaire and ask for input if needed. Already start thinking about the different elements of your report (i.e. general structure)



Carabo

Conclusion

- An abstract (or similarly an executive summary) should be logically constructed, starting with an introduction and general problem setting (showing the significance). After that, the knowledge gap is introduced which will be studied, followed by a small section on research methods. The final parts of the abstract briefly summarise the results and give a general statement of contribution

References

Sotomayer, S., & Barbieri, C. (2016). An Exploratory Examination of Serious Surfers: implications for the Surf Tourism Industry. *International Journal of Tourism Research*, 18, 62-73. doi: 10.1002/jtr.2033

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Tourism Research

Wk 11 Designing an academic poster
Lecture 11-1

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Today's session...

- Talks about visualization of research results in the form of academic posters
- Prepares you for assessment 3 and the requirements for your co-op

1. Introduction to academic posters

- Posters are a highly visual medium
- Academic posters should convey research results in a way that is both pleasing to the eye and logical to the mind
- Academic posters and poster presentations are often an important part of conferences, seminars and exhibitions
- Designing a poster requires you to think about 2 things:
 1. Design aspects (the 'what')
 2. Technical aspects (the 'how')

• University of Leicester (2016)

2. Design aspects

- Two general approaches to making a poster: the one-piece method and the panel method



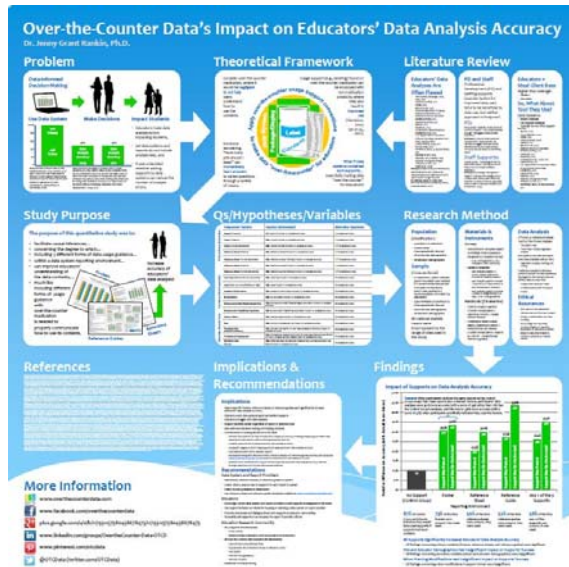
Copyleft

- In the one-piece method, the poster is designed as one large piece (A0 or A1 printed) → more eye-catching, looks more professional. **A one-piece A1 (841x594mm) poster is the requirement for co-op**
- In the panel method, a number of separate sheets/panels (consisting of different elements such as text, pictures, tables, titles) are printed (A4 or other size) and mounted on background as a collage → allows for greater flexibility, doesn't require large print

• University of Leicester (2016)

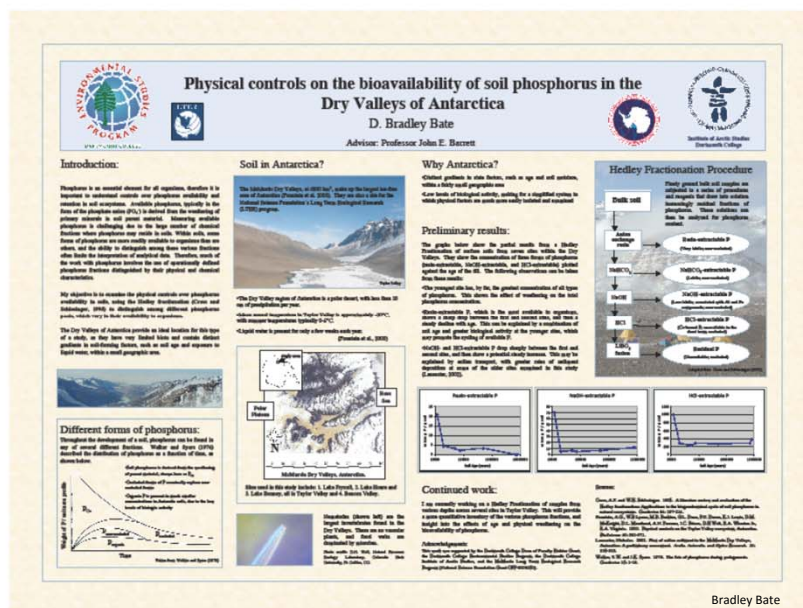
• Next step: choosing the content to include

- The specifics of the content will depend on aspects such as purpose, audience, audience expectations, display space
- In general though, the poster should cover all aspects of a regular research paper: introduction (includes objectives), literature review, methodology, results, conclusion, reference list → entire research process is visualized in a sort of graphic abstract
- Don't forget to include title and author(s)!



Jenny Rankin

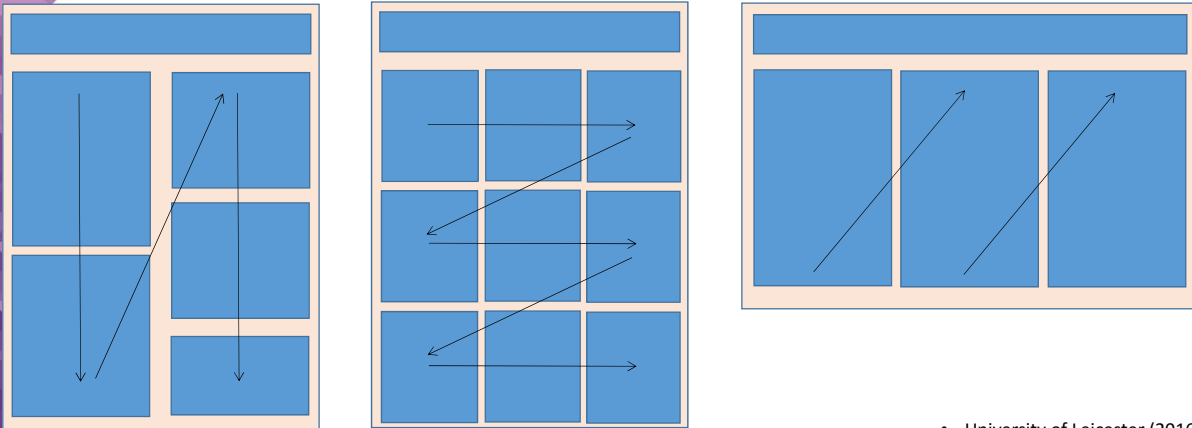
- University of Leicester (2016)



Bradley Bate

- Dartmouth College (2016)

- After deciding on the context, you need to think about the flow of information on display
- Use grid system to break down large space into convenient sized areas
- Two 'pathways': rows travelling across page and columns travelling down page

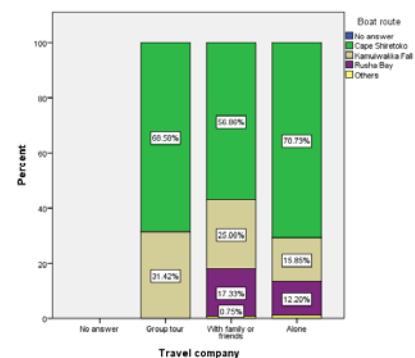


• University of Leicester (2016)

- Think about enhancing display with illustrations, tables, charts or photographs → a few smartly chosen graphs can replace large chunks of text
- Keep the text to between 300-500 words
- Graphs are generally preferred over tables on posters for giving a quick overview of information: e.g. Did travel company influence choice of boat route in Shiretoko?

Boat route * Travel company Crosstabulation

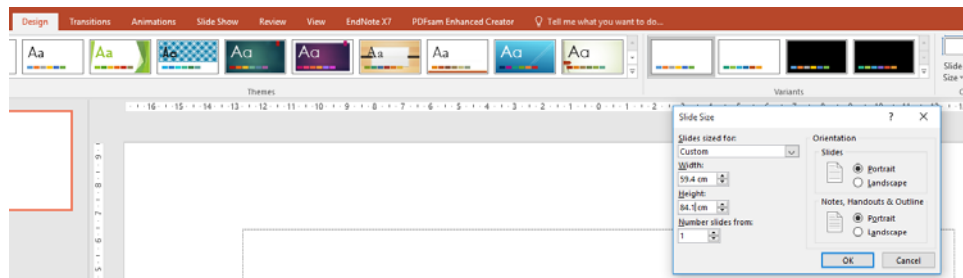
			Travel company			Total
			Group tour	With family or friends	Alone	
Boat route	Cape Shiretoko	Count	334	456	58	848
		% within Travel company	68,6%	56,9%	70,7%	61,9%
	Kamuiwakka Fall	Count	153	201	13	367
		% within Travel company	31,4%	25,1%	15,9%	26,8%
	Rusha Bay	Count	0	139	10	149
		% within Travel company	,0%	17,3%	12,2%	10,9%
	Others	Count	0	6	1	7
		% within Travel company	,0%	,7%	1,2%	,5%
Total		Count	487	802	82	1371
		% within Travel company	100,0%	100,0%	100,0%	100,0%



• University of Leicester (2016)

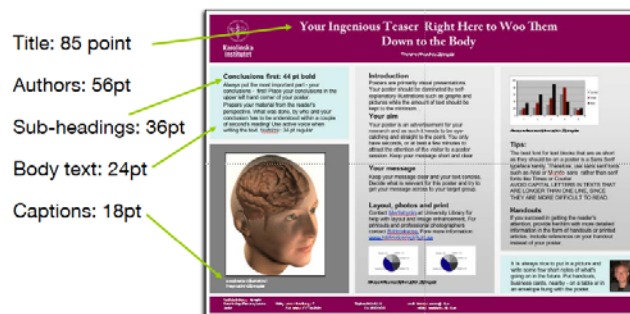
2. Technical aspects

- Posters can be made in more specialized programmes (e.g. Adobe Illustrator) or in regularly available software (e.g. PowerPoint)
- For PowerPoint settings:
 - Go to Design → Slide Size → Custom Slide Size
 - Choose Custom size, Width: 59.4cm, Height: 84.1cm (for Portrait orientation)

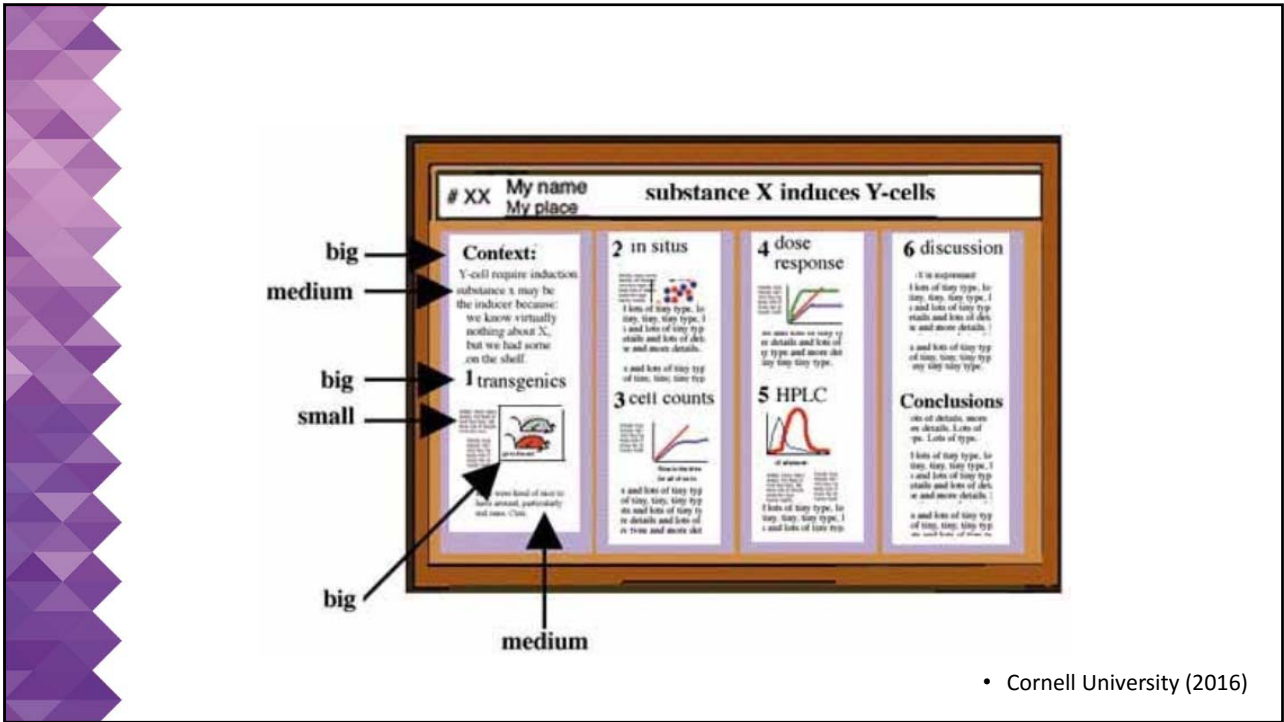


- Dartmouth College (2016)

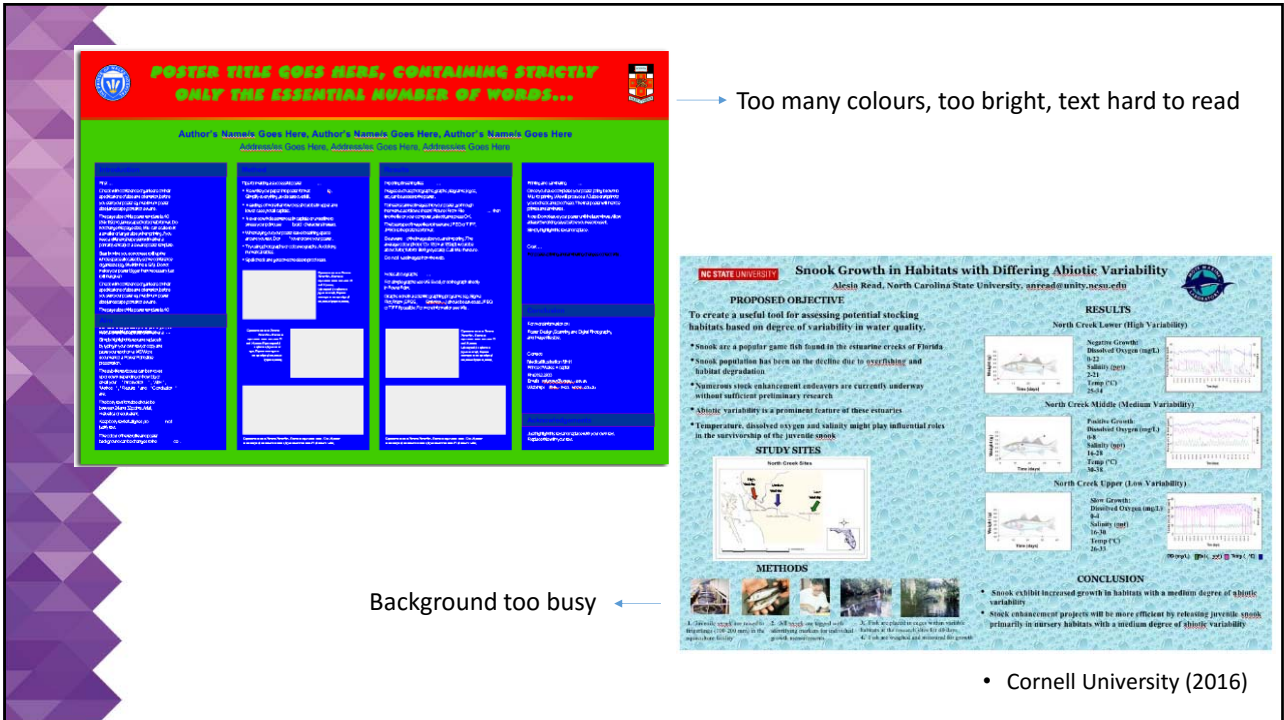
- Colours:
 - Don't go overboard with colours and background effects: try to keep to 2 to 3 colours (<http://www.colorschemer.com/online.html>)
 - Dark font on light background is more easy to read than light font on dark background
- Font:
 - Choose font style and size that can be easy to read (reading distance of poster usually around 1m)
 - To emphasize a word, bold or italics are preferred over underlining
 - Text should be left-aligned, not centred or justified



- Cornell University (2016), Dartmouth College (2016)



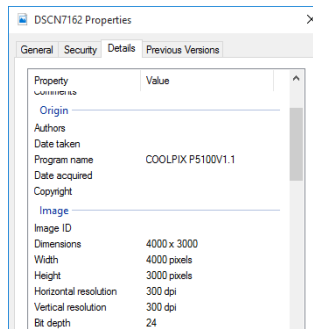
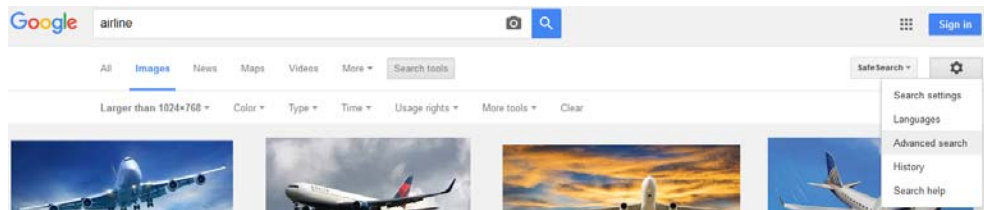
• Cornell University (2016)



• Cornell University (2016)

- Pictures and photos:

- Images should be at least 100-150dpi. Smaller resolutions result in pixelated image
- Save photo as jpg or png (graphs)



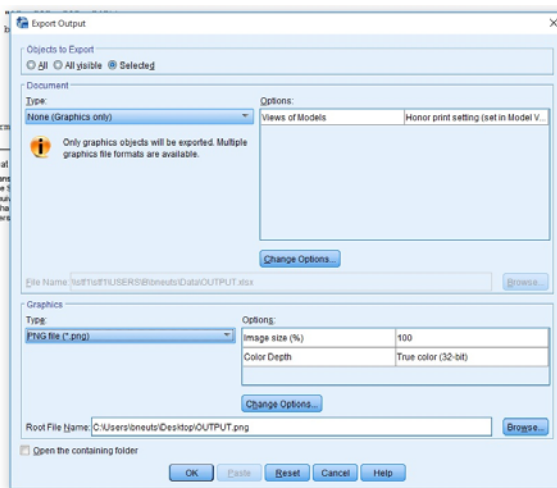
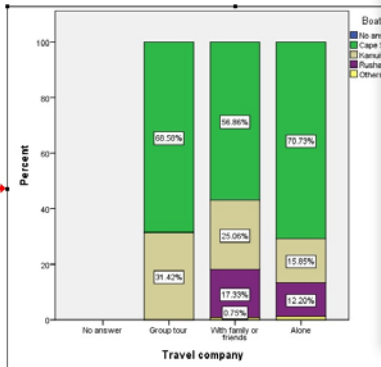
- If using Google Images, choose Advanced search and select a large image size
- To see dpi of images, right click on image, choose Properties → Details

- Dartmouth College (2016)

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SCALE: cat(aesthetic(aesthetic.color.interior), include("0",
ELEMENT: interval_stack(position(summary.percent(Q2_1*COUNT,
color.interior(04), shape.interior(shape.square)))
END GPL.
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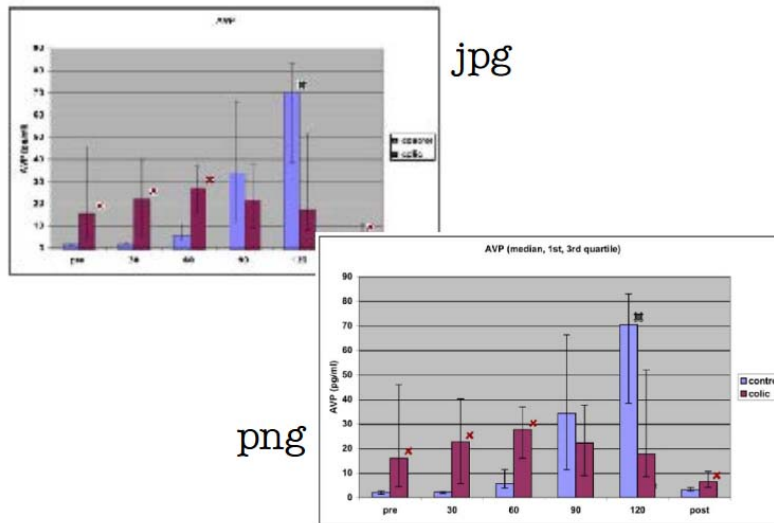
GGraph

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- If using SPSS, right-click and choose Export. Set Document Type to None (Graphics only) and Graphics Type to PNG file

- Difference between jpg and png quality when enlarged:



• Cornell University (2016)

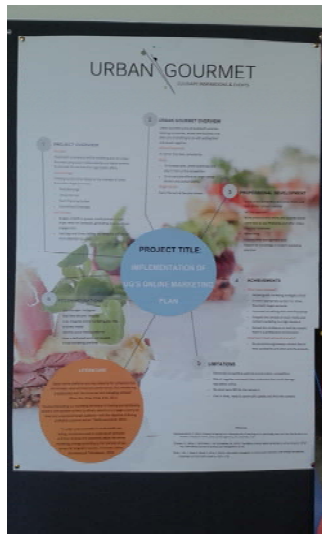
3. Some examples from co-op



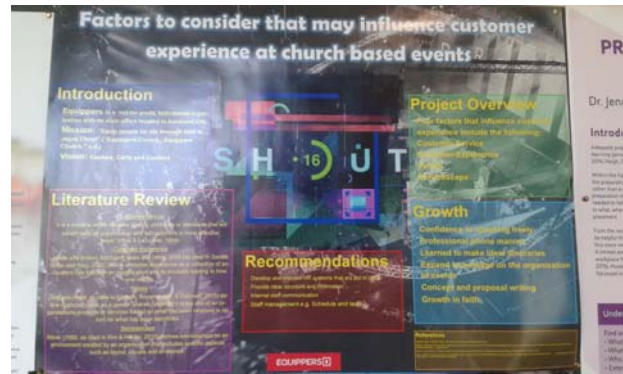
Clean design,
not too
textual, easy
to read and
navigate



White text on background not a good idea. Better not to use glossy posters



Interesting design, numbered headings help navigation.
Font a bit too small for readability



Very 80s. Background too busy, too many colours.
Yellow font colour probably not the best idea

Conclusion

- A poster is basically an illustrated abstract
- The poster is a short story that describes a few major points. Text should be kept limited → graphs say more than words
- Don't forget to prepare a short verbal presentation to go with your poster

References

Cornell University (2016). *Scientific Poster Design. How to keep your poster from resembling an “abstract painting”* [PowerPoint slides]. Retrieved from <http://hsp.berkeley.edu/sites/default/files/ScientificPosters.pdf>

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