

BMA312
Tourism Project

Semester 1, 2009

This unit will be offered in:

Hobart & Launceston

The lecturing team responsible will be:

Dr Alison Dunn (Lecturer-in-Charge)

Room: 315 (Hobart)

Phone: 6226 1914

Email: Alison.Dunn@utas.edu.au

<http://www.utas.edu.au/mgmt/student.htm>

Introduction to the Unit

Social scientists' unique ability to analyse the many processes and structures which shape places depends on a particular set of methodological and analytical skills. This unit is designed to develop those skills in students using problem-based learning. The unit has two components: (i) a classroom-based component during which research design and methodological skills are developed and (ii) a field-based component in which these skills are put into practice. The key task students will undertake during the unit is to conduct a major research project as part of a small project team. The unit prepares students for research based in the workforce or pursued through honours or postgraduate study. By the conclusion of the unit, students will have written a substantial research report, which can be used to demonstrate their research competence to potential employers.

Enrolment in the unit

Unless there are exceptional circumstances, students should not enrol in BMA units after the end of week two of semester, as the School cannot guarantee:

- that any extra assistance will be provided by the teaching team in respect of work covered in the period before enrolment; and
- that penalties will not be applied for the late submission of any piece or pieces of assessment that were due during that period.

Learning Outcomes

On completion of this unit, you should be able to:

- Demonstrate an ability to design and conduct an ethically and methodologically sound research project
- Recognise different paradigmatic approaches to research
- Distinguish between qualitative and quantitative research
- Appraise tourism and recreation research and evaluate its quality
- Demonstrate an ability to collaborate and contribute to a team working environment
- Analyse and write up quantitative and qualitative data

Generic Graduate Attributes

The University has defined a set of generic graduate attributes (GGAs) that can be expected of all graduates (see <http://www.utas.edu.au/tl/policies/index.htm>). By undertaking this unit you should make progress in attaining the following attributes:

Knowledge

A grounding in a range of methodologies used in the social sciences including:

- survey design
- field notes
- discourse analysis
- interviewing skills
- questionnaire analysis
- participant observation

Communication Skills

- The presentation of written material including interview transcripts
- Report writing
- Essay writing

Problem Solving Skills

- An understanding of the relationship between social science theories and methods
- The ability to direct a range of field findings to answering a research question
- An ability to critically assess the weaknesses and strengths of a range of methods used in the social sciences

Global Perspective

- An ability to apply the theories and findings of research undertaken in other countries to the local Tasmanian context
- An understanding of the importance of the cultural background of visitors to the design of tourism developments in Tasmania

Social Responsibility

- An ability to take gender and cultural differences into account when planning tourism developments
- An ability to consider the needs and expectations of local communities in developing tourism plans

Prerequisites

Completion of 100% of year one and 100% of year two of the BTourism.

Texts

Prescribed Texts

Veal, A. J. 2006. *Research methods for leisure and tourism: A practical guide* (3rd ed.). Harlow: Pearson Education Ltd.

Please note that this is a good text for this unit but we will draw from a range of source material.

School Publications

Students must obtain the following electronic publications which are available from the School of Management website:

<http://www.utas.edu.au/mgmt/student.htm>

Writing Assignments: A Guide

School of Management Referencing Style

Recommended Reading

The publications listed below are highly recommended for further reading on the topics covered in the unit.

Books

Babbie, E. 2007. *The practice of social research* (11th ed.). Belmont, CA: Wadsworth Pub. Co.

Denzin, N.K. & Lincoln, Y.S. 2008. *The Sage handbook of qualitative research* (3rd ed.). London: Sage Publications.

Denzin, N K & Lincoln, Y S., 2003. *Collecting and interpreting qualitative materials* (3rd ed.). LA: Sage Publications.

de Vaus, D.A. 2002. *Surveys in social research*. Crows Nest, N.S.W.: Allen & Unwin.

Finn, M., Elliot-White, M. & Walton, M. 2000. *Tourism and leisure research methods: Data collection, analysis and interpretation*. Essex: Longman.

Jennings, G. 2001. *Tourism research*. Brisbane: John Wiley & Sons.

Long, J. 2007. *Researching leisure, sport and tourism: The essential guide*. London: Sage.

Neumann, W.L. 2006. *Social research methods: Qualitative and quantitative approaches* (6th ed.). Boston: Allyn & Bacon.

Patton, M. Q. 2002. *Qualitative research and evaluation methods* (3rd ed.). Thousand Oaks: Sage Publications.

Punch, M. 1986. *The politics and ethics of fieldwork*. Qualitative Research Methods Series 3. New York: Sage Publications.

Ritchie, B W, Burns, P & Palmer, C, 2005, *Tourism research methods: integrating theory with practice*. Wallingford Oxfordshire: CABI

Ritchie, J.R. & Goeldner, C.R. 1994. *Travel, tourism and hospitality research: A handbook for managers and researchers* (2nd ed.). Toronto: John Wiley & Sons.

Ryan, C. 1995. *Researching tourist satisfaction: Issues, concepts, problems*. New York: Routledge.

Journals and Periodicals

Apart from books, you will find it valuable to get into the practice of reading relevant articles from journals and periodicals (including newspapers and magazines).

Annals of Tourism Research

Current Issues in Tourism

International Journal of Tourism Research

Journal of Sustainable Tourism

Journal of Tourism Studies

Progress in Tourism and Hospitality Research

Tourism and Hospitality Planning and Development

Tourism and Hospitality Research

Tourism Management

Tourism Recreation Research

Tourist Studies

You will also find it useful to become familiar with the underlying methodologies of the Tasmanian Visitor Survey (TVS) and the National Visitor Survey (NVS).

Flexible Learning: MyLO

MyLO software has been incorporated into the delivery of this unit to enhance the learning experience by providing access to up to date course materials and by allowing for online discussion through this web-based environment.

To access MyLO from your own computer you will need the appropriate software, and hardware to run that software. See **Learning Online** <http://uconnect.utas.edu.au/> for computer software you will need.

Note: Older computers may not have the hardware to run some of the required software applications. Contact your local IT support person or the Service Desk on 6226 1818 if you experience difficulties. The School of Management has prepared a MyLO Information Sheet which includes access guidelines and contact information. It is available to download as a Word document from the School of Management website: <http://www.utas.edu.au/mgmt/student.htm>

Privacy Policy and Notice

The School of Management takes the utmost care to protect the privacy and security of your personal information and to ensure its accuracy.

If you have any concerns about your privacy in MyLO please contact the lecturer-in-charge of this unit or view the University of Tasmania MyLO Privacy Policy Statement available from the university website on <http://www.utas.edu.au/courseonline/privacy.htm>.

Assessment

In order to pass this unit you must achieve an overall mark of at least 50 per cent of the total available marks. Details of each item of Coursework are provided in the Assignment Topics section.

Method of Assessment	Value	Due Date	Length*
Coursework			
Literature Review Essay	20	Friday 3 April	2000 words per individual
Method Essay	20	Friday 1 May	2000 words per individual
Group Presentation	20	Week 12	45 minutes per group
Final Individual Report	40	Friday 29 May	4000 new words per individual
Total Marks	100		

* **Word Limit:** The word count includes such items as headings, in-text references, quotes and executive summaries. It **does not** include the reference list at the end of the assignment.

Study Week

All undergraduate units offered by the School of Management are scheduled to include a Study Week. The dates for this Semester are shown in the attached Study Schedule.

The purpose of the Study Week is to allow students an opportunity to consolidate their studies thus far, and to research coming assignments.

Supplementary Examination

Except in special circumstances and on the recommendation of the lecturer-in-charge or the Head of School, a student who fails will not be granted a supplementary examination.

Special Consideration and Student Difficulties

If a student is experiencing difficulties with their studies or assignments, have personal or life planning issues, disability or illness which may affect their course of study, they are advised to raise these with their lecturer in the first instance. Students may also contact the Catalyst Officer, who will be able to help in identifying the issues that need to be addressed, give general advice, assist by liaising with academic staff, as well as referring students to any relevant University-wide support services. The Catalyst Officer is located in room 318a in the Commerce Building in Hobart and is contactable by phone on 6226 1916. There is also a range of University-wide support services available including Student Services, International Services and Learning Development. Please refer to the *Current Students* homepage at: <http://www.utas.edu.au/students/index.html>

Should a student require assistance in accessing the Library, visit their website for more information at <http://www.utas.edu.au/library/>

Students who have completed their examinations and who feel that they have been disadvantaged due to illness or other circumstances affecting their study, may fill out a form to request that their lecturer takes this into consideration when marking the examination. Forms should be submitted directly to the relevant school, accompanied by appropriate supporting documentation, as soon as possible after the completion of the examination. Granting of special consideration is at the discretion of the lecturer and school. The relevant form can be found at the following website:

http://www.studentcentre.utas.edu.au/examinations_and_results/forms_files/index.htm#eits

Students with a non-English speaking background may be permitted to take a bilingual dictionary into an exam. This dictionary must not be annotated, that is, it must have no notes written in it. In order to use a bilingual dictionary students must request permission from the Student Centre.

Submission of Coursework

Lodging Coursework

All Coursework must have the School of Management Assignment Cover Sheet and Title Page attached, both of which are available as a blank template from the School of Management website:

<http://www.utas.edu.au/mgmt/student.htm>

All assignments must include the tutor's name on the assignment Cover Sheets when they are handed in. If this is not done the assignment will not be accepted and therefore marked.

Please remember that you are responsible for lodging your Coursework on or before the due date. We suggest you keep a copy. Even in the most 'perfect' of systems, items sometimes go astray.

Note that you may also be required to submit an electronic copy of your Coursework. More details of this will be given in Lectures.

Hobart students: Lodge in assignment box outside room 321, Commerce & Economics Building.

Launceston students: Lodge in assignment box beside room A170.

All coursework must be handed in at 2.00 pm on the due date.

Late Coursework

Written Work

Extensions will only be granted on medical or compassionate grounds and will not be granted because of work or other commitments. Requests for extensions should be **made in writing** to the lecturer-in-charge prior to the due date. Medical certificates or other evidence must be attached and must contain information which justifies the extension sought.

Late assignments which have **not** been granted an extension will, at the lecturer's discretion, be penalised by deducting ten per cent of total marks for each full day overdue.

Assignments submitted more than six days late will normally not be accepted by the lecturer-in-charge.

Tests

Students who are unable to sit a test on medical or compassionate grounds (work or other commitments are not considered 'compassionate grounds') may request that they be permitted to submit alternative Coursework.

Please do not expect a special test to be held for you if you choose to go on holidays or undertake other activities on the scheduled date. If you do need to request alternative Coursework, you should do so in writing to the lecturer-in-charge prior to the due date. Medical certificates or other evidence must be attached and must contain information which justifies the request. The telephone number of the doctor should also be included.

Return of Coursework

Coursework will be returned during classes or it can be collected from the lecturer's or tutor's room at nominated times; it will not be available from the School's offices.

Plagiarism

Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own, for example:

- using an author's words without putting them in quotation marks and citing the source;
- using an author's ideas without proper acknowledgment and citation; or
- copying another student's work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines, and the academic integrity resources on the web at <http://www.utas.edu.au/plagiarism/> & <http://www.academicintegrity.utas.edu.au/>

The intentional copying of someone else's work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University. Details of penalties that can be imposed are available in the Ordinance of Student Discipline—Part 3 Academic Misconduct, see <http://www.utas.edu.au/universitycouncil/legislation/ord9.pdf>

The University reserves the right to submit (or to require you to submit) assignments to online plagiarism detection software, and might then retain a copy of the assignment on its database for the purpose of future plagiarism checking.

Occupational health and safety (OH&S)

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University's policy at: http://www.admin.utas.edu.au/hr/ohs/pol_proc/ohs.pdf

Teaching Program

Programme may be subject to change

Intensive Teaching Day – Week One - Planning a Research Project

Launceston – Tuesday February 24th

Hobart – Thursday February 26th

10.00am

- Introduction to the Unit
- Outlining the research problem
- Exploring research topic areas

2.00pm

- Database search strategies workshop – Library session

3.30pm

- Writing a literature review and engaging with texts workshop

Intensive Teaching Day – Week Three - Collecting Research Information

Hobart and Launceston (by video conference) – Thursday March 12th

Today we will have a range of speakers from research agencies such as Tourism Tasmania, Totally South Tourism and Parks and Wildlife Service of Tasmania starting from 10am.

If there is time we may also look at research ethics and research validity

Progress Update Day – Week Eight

Launceston – Wednesday April 22nd

Hobart – Thursday April 23rd

Group Presentations Day – Week Twelve

Launceston – Wednesday May 20th

Hobart – Thursday May 21st

Assignment Topics

Literature Review

Due Date: Friday 3 April

Length: 2000 words

Value: 20 marks

Minimum number of references: 10

The first assignment requires you to undertake a review of academic literature relating to the project that your group will be undertaking. This will:

- provide you with the theoretical basis on which your project will be grounded;
- underpin the lines of inquiry that you pursue in developing the research topic; and
- inform your interpretation and analysis of the data you gather in the field.

Although this is a group project, students are expected to write their own independent essay.

Advice on appropriate areas in which to search for relevant literature will be provided in week one.

The literature review should be framed around the research topic you are pursuing and the directions in which you intend to develop the topic. It will establish what has already been done in your research area and point out where your research will add to current understanding or will address a gap in the literature. You will need to draw extensively on existing books, articles, reports, statistics (eg TVS or other data from Tourism Tasmania and other relevant agencies).

Method Essay

Due Date: Friday 1 May

Length: 2000 words

Value: 20 marks

Minimum number of references: 8

This essay will consist of a critical discussion of the methodologies your group will be using for your particular project. Here, you should also demonstrate that you understand the appropriateness, advantages and limitations of the approaches you have adopted in your research. It must include a consideration of the particular ethical issues specific to your project. Even although this is a group project and you will need to decide on your methods jointly you are required to write an individual methods section to test your abilities to explain and justify your choice of methods.

Although this is a group project, students are expected to write their own independent report.

Group Presentation

Due Date: Week 12

Length: 45 minutes

Value: 20 marks

Students will be required to present a group presentation on their project in the last intensive day at the end of the unit. This presentation should be about 45 minutes and will be followed by discussion. Any sponsors involved in your project will be invited to the presentation. All members of the group should play a significant role in the presentation.

Final Report

Due Date: Friday 29 May

Length: New content = 4000 words
Total word count will be 7500–8000 words and will include your revised literature review and method essays.

Value: 40 marks

Minimum number of references: 18

This assignment is where you will present your research findings of your group project and argue for innovative ways of addressing the research ‘problem’ set out in the original literature review essay. The report should be clearly structured. It must include a discussion of theoretical frameworks, evidence of data analysis, and interpretive discussion of findings. Finally, you should suggest further possibilities for developing the project.

The new content for this assignment will be the interpretative discussion of research findings and recommendations for further research. You will compile the final report by incorporating assignments one and two. The report structure will be as follows:

- Introduction
- Literature Review
- Statement of Research Question/Issue
- Methods and Limitations
- Results
- Discussion and Limitations
- Conclusions and Recommendations

Although this is a group project, students are expected to write their own independent report.

Study Schedule

Semester 1, 2009

Week	Dates	Topic	Due Dates
1	24 (L) & 25 (H) February	Intensive teaching day – planning a research project	
2	TBA	Meeting with supervisor	
3	11 (L) & 12 (H) March	Intensive teaching day – collecting research information	
4	TBA	Meeting with supervisor	
5		Field work	
6	TBA	Meeting with supervisor	Lit review due Friday 3 April
7		<i>Study Week 6th- 8th of April & 16th – 17th of April</i>	
<i>Mid-Semester Break 9th – 15th of April</i>			
8	22 (L) & 23 (H) April	Progress Meeting	
9		Field work	Methods essay due Friday 1 May
10	TBA	Meeting with supervisor	
11		Field work	
12	20 (L) & 21 (H) May	Project Presentations	
13		Final individual report due	Friday 29 May
A Calendar/Study Planner showing dates is available from School of Management website at http://www.utas.edu.au/mgmt/student.htm .			