Description: Tourism Research Methods

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
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<tbody>
<tr>
<td>MKT</td>
<td>2011</td>
<td>31055</td>
<td>1, 2004</td>
<td>ONC</td>
<td>1.00</td>
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Academic group: FOBUS  
Academic org: FOB004  
Student contribution band: 2  
ASCED code: 080701

STAFFING
Examiner: Michael Gardiner  
Moderator: Janelle McPhail

REQUISITES
Pre-requisite: MKT1003 Co-requisite: STA2300

RATIONALE
An understanding of qualitative and quantitative market research process is an essential prerequisite for successful research and in particular for strategy development and implementation in the tourism industry.

SYNOPSIS
An understanding of the research process and basic statistics is important in making business decisions. Additionally, some operators and local tourism organisations seek to supplement existing secondary data with primary data collected by their employees or consultants. In this context, this course considers the nature of research, the sources of data currently available, and some of the techniques applicable to the conduct of small-scale independent research projects. The course provides a basic introduction to the research process, including problem definition setting research objectives, research design, data collection, data analysis and interpretation of results, research report presentation and ethical issues for the tourism industry. This course will be offered in semester 2 at the Toowoomba campus only (oncampus and external mode) and will be renamed MKT3001 Market Research.

OBJECTIVES
On completion of this course students will be able to:

- understand the business research process and the value of business research as a management tool;
• design and justify a research proposal for a particular case research situation;
• identify and critically evaluate secondary data for research studies;
• identify, explain and critically evaluate a range of qualitative research methods appropriate for a particular case research situation;
• identify, explain and critically evaluate survey research methods appropriate for a particular case research situation;
• identify and justify appropriate levels of measurement in conjunction with specific response scales;
• design and critically evaluate questionnaires;
• understand and evaluate true experimental designs and explain the influence of validity on a specific design;
• recommend and justify a sample design for a particular market research situation;
• critically evaluate the influence of error (random sampling and non-sampling error) on a research study;
• recommend appropriate descriptive and hypothesis testing techniques for a particular research study;
• successfully use SPSS to analyse data and then interpret results for specific research objectives and hypotheses;
• understand the implications of ethical issues when conducting research for all parties - respondent, client and researcher; and
• demonstrate effective communication skills through the preparation of a research proposal.

**TOPICS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. The Research Process</td>
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<tr>
<td>2. Research Design and Implementation</td>
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<tr>
<td>3. Exploratory and Secondary Research</td>
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<td>4. Descriptive Research</td>
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<td>5. Causal Research</td>
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<tr>
<td>6. Sampling Methods and Procedures</td>
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<tr>
<td>7. Data Collection, Processing, Analysis and Interpretation</td>
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<tr>
<td>8. Report Preparation</td>
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<tr>
<td>9. Ethics</td>
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**TEXT and MATERIALS required to be PURCHASED or ACCESSED:**

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook
Search' facility at http://bookshop.usq.edu.au click 'Semester', then enter your 'Course Code' (no spaces).

MKT2011 study package available from the USQ Bookshop.
(Version 11.0 excluding software)
(latest edition of text is required)
(revised edition)

**REFERENCE MATERIALS:**

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

Bureau of Tourism Research, Occasional Paper Series, Canberra, BTR.
(Bureau of Tourism Research, Occasional Paper Series, Canberra, BTR.)
STUDENT WORKLOAD REQUIREMENTS:

<table>
<thead>
<tr>
<th>ACTIVITY</th>
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<tr>
<td>Assessment</td>
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<td>Directed Study</td>
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<td>Private Study</td>
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ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
</tr>
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<tbody>
<tr>
<td>CASE 1</td>
<td>20.00</td>
<td>20.00</td>
<td>01 Apr 2004</td>
</tr>
<tr>
<td>CASE 2</td>
<td>20.00</td>
<td>20.00</td>
<td>24 May 2004</td>
</tr>
<tr>
<td>2 HOUR EXAMINATION</td>
<td>60.00</td>
<td>60.00</td>
<td>END S1 (see note 1)</td>
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NOTES:

1. The examination is scheduled to be held in the end-of-semester examination period. Students will be advised of the official examination date after the timetable has been finalised.

IMPORTANT ASSESSMENT INFORMATION

1. Attendance requirements:
   It is the students' responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them, and to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration. If you are an international student in Australia you are advised to attend all classes at your campus. Failure to attend may infringe the conditions of your student visa.

2. Requirements for students to complete each assessment item satisfactorily:
   To complete the assignments satisfactorily, students must obtain at least 50% of the marks available for the assignments in aggregate. To complete the examination satisfactorily, students must obtain at least 50% of the marks available for the examination.

3. Penalties for late submission of required work:
   If students submit assignments after the due date without prior approval then a penalty of 20% of the total marks gained by the student for the assignment will apply for each working day late.

4. Requirements for student to be awarded a passing grade in the course:
   To be assured of receiving a passing grade a student must attempt all of the summative assessment items, achieve an aggregated mark of at least 50% in the total marks allocated for the assignments, achieve at least 50% in the examination, and at least 50% of the available weighted marks for the summative assessment items.
5 Method used to combine assessment results to attain final grade:
The final grades for students will be assigned on the basis of the weighted aggregate
of the marks (or grades) obtained for each of the summative assessment items in
the course.

6 Examination information:
This is a closed examination. Candidates are allowed to bring only writing and
drawing instruments into the examination.

7 Examination period when Deferred/Supplementary examinations will be held:
Any Deferred or Supplementary examinations for this course will be held during
the next examination period.

8 University Regulations:
Students should read USQ Regulations 5.1 Definitions, 5.6. Assessment, and 5.10
Academic Misconduct for further information and to avoid actions which might
contravene University Regulations. These regulations can be found at the URL
http://www.usq.edu.au/corporateservices/calendar/part5.htm. Students should also
read the Faculty of Business Guide to Policies and Procedures of the Faculty which

ASSESSMENT NOTES

1 Assignments: (i) The due date for an assignment is the date by which a student
must despatch the assignment to the USQ. The onus is on the student to provide
proof of the despatch date, if requested by the Examiner. (ii) Students must retain
a copy of each item submitted for assessment. This must be produced within 24
hours if required by the Examiner. (iii) The Examiner may grant an extension of
the due date of an assignment in extenuating circumstances. Applications for
extensions should be in writing and must include supporting documentary evidence.
Extensions are only granted in unforeseen and uncontrollable circumstances. The
Examiner shall consider all documentary evidence (including statement from a
doctor, employer, counsellor or independent member of the community as
appropriate) accompanying an application for extension and decide on the outcome.
Length of extensions: Up to one week’s extension (five working days) may be
granted if a signed statement with supporting documentation is sent with the
assignment, proving that an unforeseen and uncontrollable circumstance caused
the delay, for example unusual and unpredictable work or family commitments. If
the signed statement and supporting documentation does not show that unforeseen
and uncontrollable circumstances were present for the days claimed, then the normal
reduction in marks for a late assignment of 20% per working day will apply.
Extensions beyond one week are not allowed unless express permission is obtained
from the Examiner. Extensions beyond one week are only granted in extreme
circumstance because model answers may be distributed after this time. If you are
likely to require an extension for a longer period than one week, you must contact
the Examiner for advice. In most cases, you will be required to complete an
alternative make-up assignment. However, make-up assignments are only granted
if you have passed all other pieces of assessment for the course. Medical extensions:
In the case of an application for extension for medical reasons, the documentation
should include a statement from a doctor stating: the date the medical condition
began or changed; how the condition affected the student’s ability to study; when
it became apparent that the student could not submit the assignment. As a rule, you will be granted an extension for the number of working days covered on a medical certificate. In the case of a medical extension, you do not need to contact the Examiner unless you require an extension of longer than one week. Extensions for family/personal reasons: In the case of an application for extension for family/personal reasons, the documentation should include a statement from a doctor, counsellor or independent member of the community stating: the date the student's personal circumstances began or changed; how the circumstances affected the student's ability to complete the assignment; when it became apparent that the student could not complete the assignment. In the case of an extension for family/personal reasons you must contact the Examiner before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted. Extensions for employment-related reasons: In the case of an application for extension for employment-related reasons, the documentation should include a statement from the student's employer stating: the date the student's employment began or the conditions of employment changed; how this prevents the student from completing the assignment. In the case of an extension for employment-related reasons you must contact the Examiner before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted. (iv) The Examiner will normally only accept assessments that have been written, typed or printed on paper-based media. (v) In the event that a due date for an assignment falls on a local public holiday in their area, such as a Show holiday, the due date for the assignment will be the next day. Students are to note on the assignment the date of the public holiday for the Examiner's convenience.

2 Text Books: Please note that it is the responsibility of the student to acquire a copy of the textbook as soon as their enrolment in the course has been confirmed. Extensions will not be granted on the basis of the student not having a copy of the text, if the text is available from the USQ bookshop.

3 Word Count in Assignments: Students must put the 'word count' for their assignment on the front page of the assignment. The word count is the number of words in the body of the assignment and does not include the title, executive summary, list of references or appendices. To grade an assignment a marker does not need to read more words than the word limit of the assignment.

4 Course Weightings: Course weightings of topics should not be interpreted as applying to the number of marks allocated to questions testing those topics in an examination paper. The examination may test material already tested in assignments.

5 Deferred Work: Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or to sit for an examination at the scheduled time may apply to defer an assessment in a course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination); IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).