

**FACULTY OF HUMANTIES AND SOCIAL SCIENCES**

**DEPARTMENT OF RECREATION AND TOURISM**

**STUDENT GUIDE : SECOND SEMESTER**

**YEAR: 2023**

|  |  |
| --- | --- |
| **Module Title** | Tourism Research B |
| **Module Code** | 1RT0312 |
| **Module Credit Value** | 16 |
| **Level of study** | LEVEL 3 |
| **Notional Hours** | 160 |
| **NQF Level** | 7 |
| **Lecturer** | Prof AT Nzama |
| **Full Title of the Programme the Module belongs to** | Bachelor of Tourism Studies |

10 July 2023



Dear Student

Welcome to the module **Tourism Research B;** module code is **1RTO312**. This module is an introduction to conducting research. The main aim of this module is to provide the students with the knowledge and skills of conducting a research project. Research skills are an important tool every student needs to acquire to function in the world that requires people that are information seekers. To engage in research effectively, a range of skills are necessary. In an attempt to assist students, gain research skills, students will be provided with an opportunity to formulate research topics, design research instruments, collect, analyse, and interpret data and then write a research report. Research skills cannot be developed in isolation; students also need to develop a range of personal skills which will be learned through participation in group research projects. Since this is the students’ first attempt doing research, they will be helped by the lecturer through all stages of a research process.

NB: Students that are at WIL sites will only write a detailed research proposal based on the content and research topics that were approved during the first semester. Although the research activities were done as groups during the first semester, the research proposal is an individual class project which should be done following the schedule of dates and weeks presented below. Students can consult by email if in doubt of what is expected of them. Another opportunity for asking questions of clarity will be presented during WIL visits.

1. **LECTURER’S CONTACT DETAILS**

|  |  |  |
| --- | --- | --- |
| Prof AT Nzama | 035 9026720 | [NzamaA@unizulu.ac.za](mailto:NzamaA@unizulu.ac.za) |

**(iii) CONSULTATION TIMES**

|  |  |  |
| --- | --- | --- |
| **Days of the week** | **Times** | **Venue** |
| Wednesday | 12h00 - 14h00 | Office |
| Thursday | 12h00 - 14h00 | Office |

**ROLES AND RESPONSIBILITIES**

1. **LECTURERS**

**The lecturer for this module is expected to:**

1. Be responsible for facilitating teaching and learning.
2. Create an enabling and conducive environment.
3. Attend to all lectures and deliver quality content.
4. Encourage students to attend consultations during consultation hours.
5. Make continuous monitoring of the progress of students that doing WIL.
6. Evaluate students.
7. Mark and record all assessments.
8. Identify students at risk.
9. **STUDENT**

***For this module students are expected to adhere to the following:***

1. Attend all lectures and be on time for classes.
2. Submit one written assignment, writes one test followed by the final examination.
3. Submit the assignment and any class work before or on the due date.
4. Do their work independently. Plagiarism is a criminal offense. Please acknowledge sources in your work and use proper referencing methods.
5. Also engage in self-directed learning.

It is imperative for students to register on **Moodle** so that they actively participate in all teaching and learning activities. The enrolment key on Moodle for students is **1RTO312**. Should students have difficulties with self-enrolment, please use this email [labs@unizulu.ac.za](mailto:labs@unizulu.ac.za). For assistance.

Students that are on WIL should follow the instructions that were provided at the end of the first semester.

**(c) STUDENT SUPPORT**

**The university strives to support students in all aspects. To support the students for this module:**

1. Students will be guided on how to write assignments
2. Students will be referred to the writing centre by the lecturer if needed for assistance and guidance.

(c) Library support and other learning material, students should contact the Faculty of Humanities and Social Sciences librarian Ms Faith Nsele : 6688

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1. **LEARNING COMPONENT**

## PURPOSE OF THE MODULE

This module serves to enable learners to develop knowledge, attitudes, and the steps of conducting research, writing a research proposal and a research report.

* 1. **MODULE OUTCOMES**

**1.2.1 Broad Outcomes**

At the end of this module students will be able to.

* Demonstrate a broad understanding of what research is and the context within which it is taught.
* Demonstrate an understanding of the steps in designing and planning a research proposal.
* Demonstrate their understanding of all steps of conducting research.
* Demonstrate an understanding of the conceptual framework and research premise
* To demonstrate how different aspects of a research proposal are applied practically.

**1.2.2 Specific Outcomes**

**Students will be able to:**

* Critique research processes within the context curriculum transformation and decolonization
* Define and present the three first steps in designing a research proposal
* Describe and explain all aspects of the research proposal.
* Describe all steps of conducting research.
* Explain and discuss the conceptual framework.
* Formulate and submit a research proposal.

**1.3 ASSESSMENT CRITERIA**

Outcomes will be judged by students’ ability to:

* Critique research processes within the context curriculum transformation and decolonization
* Fully define and present the three first steps in designing a research proposal
* Describe and explain all aspects of the research proposal.
* Describe all steps of conducting research.
* Give examples of the conceptual framework.
* Submit a well written research proposal.

**1.4 LEARNING UNIT BREAK DOWN**

|  |  |  |
| --- | --- | --- |
| **UNIT** | **TOPIC** | **WEEK** |
| Unit 1 | The context within which research is taught (issues of curriculum transformation and decolonization)  The three first steps in designing a research proposal/ *Izinyathelo ezintathu sokuqala isihlongozo socwaningo*   * Selecting a focus and writing a statement of research focus * Formulating research questions / *ukwenza imibuzo yocwaningo* * Conducting a preliminary literature review. *Ukucoshela imithombo/iminyombo eyandulelayo ukubuyekezwa kwemibhalo* | Week 1  10-14 July 2023 |
| Unit 2 | Planning a research proposal/ *Ukuhlela isihlongozo socwaningo*   * Different aspects of the proposal outline / *Izingxenye ezahlukene zesihlongozo socwaningo* * Orientation * Rationale * Statement of the problem / *ukuqagula isisusa socwaningo* * General assumptions / *ingcabangelo evulelekile* * Research questions / *imibuzo yocwaningo* * Aims and objectives / *izinjongo* | Week 2  17-21 July 2023 |
| Unit 2 | * Conceptual framework / *imiqondolisu* * Concept clarification * Research premises : Delineation of paradigmatic assumptions * Validation / *ukuqinisekisa* | Week 3  24-28 July 2023 |
| Unit 3 | * Methodological preferences / Research design / *umkhakha wezindlela zocwaningo/umkhakha wezindlelakwenza* *zocwaningo* * Delineating a mode of enquiry * Qualitative approach / *indlelakwenza eyikhwalithethivu* * Quantitative approach */ indlelakwenza eyikhwantithethivu* * Mixed Method approach (Chapter 15)/ *indlelakwenza engxube* | Week 4  31 July – 04 August 2022 |
| Unit 4 | * Research site * Description of the population */ iqoqo lokuphilayo* * Sampling (Chapter 10) / *ukuqoka/ukwakha isampula* * - Sampling methods / *izindlelakwenza zokuqoka/zokusampula* * - Sample size considerations * Data collecting methods / ukuqoqwa kwemininingo * Primary data sources/ imithombongqangi/iminyombongqangi * Secondary data sources / imithombo eyimisebenzi yabanye/imithombo eyengeziwe * Questionnaire design / ukwakheka/ukuma kohlu lwembuzo * Scales / * - The Likert scale * - The semantic differential scale * Standardization of a questionnaire / ukuhlelemba uhlu lwemibizo(Maree Ch 13) | Week 5  07-11August  2023  9Aug – Public Holiday |
| **Unit 5** | * Data analysis strategies – Qualitative data * Data verification * General steps in qualitative data analysis (Pg 134) * Establishing themes or categories (Pg 226) * Data interpretation / *ukuhunyushwa kwemininingo* * Triangulation / crystallization / *indlelangxube* * Validation * Establishing trustworthiness and credibility | Week 5  14 -18 August  2023 |
| **Unit 6** | * Statistical analysis – Quantitative data * Variables / *ivariyebhuli* * Types of data / *izinhlobo zemininingo* * Ways to describe data (Pg 229 - 239) *izindlela zokuchaza imininingo* * Ways to describe the shape of the distribution of data | Weeks 6  21-25 August 2023 |
|  | **Student recess 28 Aug - 01 October 2023** |  |
| **Unit 6** | * Graphical ways of presenting data */ izindlela zokubeka imininingo ngamagrafu* * Standardised scores / *ukuhlelemba amascores* | Weeks 7  04 – 08 Sep  2023 |
|  | * Statistical analysis – Quantitative data * Variables / *amavariyebhuli* * Types of data /*izinhlobo imininingo* * Ways to describe data (Pg 229 - 239) */ Izindlela zokuchaza imininingo* | Weeks 8  11 - 15 Sept 2023 |
| **Unit 6** | * Ways to describe the shape of the distribution * Graphical ways of presenting data / *Izindlela zokuchaza iminingo ngamagrafu* * Standardised scores | Week 9  18-22 September  2023 |
| **Unit 7** | * Triangulation / *indlelangxube* * Possible contributions of the study * The role of the researcher / *Iqhaza lomcwaningi* | Week 10  26-29 September  2023  25Sep – Public Holiday |
| **Unit 8** | * Ethical considerations / *okuphathelene nenqubonhle* * The importance of ethics / *ubumqoka benqobonhle* * Ethical issues concerning participants / *okuphathelene nombambiqhaza* * Ethical issues concerning researchers / *okuphathelene nomcwaningi* * Ensuring ethical research / *ukuqinisekisa inqubonhle*   **SUBMISSION OF THE FIRST DRAFT OF THE RESEARCH PROPOSAL (STUDENTS ON CAMPUS AND ON WIL)** | Week 11  2 -5 Oct  2023 |
| **Unit 9** | * Possible limitations and challenges/ *izingqinamba zocwaningo* * Delimitations of the study/ *izingqinamba zocwaningo* * Proposed layout of the study / *ishlongozo sohlu locwaningo* * Conclusion / *Isiphetho* | Week 12  9-13 Oct 2023 |
|  | Finalization of the proposal | Week 12  16-20 Oct 2023  17 Oct 2023  Final day of entering DP Marks |
|  | **23 October Start of Exams**  **10 November End of Exams**  **FINAL SUBMISSION OF RESEARCH PROPOSALS**  **FOR STUDENTS ON WIL: FINAL SUBMISSION WILL BE AT THE END OF WIL** |  |

**2. ARRANGEMENT OF SELF STUDY**

Students will be expected to visit the library and download articles that will assist them to understand what research is, and how to conduct research. Reading research books and articles will be of benefit to students. They will get more detailed information by reading these materials. Knowledge will be gained on the subject matter.

**4. ARRANGEMENTS FOR e-LEARNING**

Notes will be posted on Moodle for students to access. Should the situation force that student are off campus, presentations will be done online, and assignment submitted online using Moodle.

**5. ASSESSMENT COMPONENT**

Continuous assessment will be applied during course of the module. Students will be required to be actively involved in their learning. Evidence that students understand the content will be sought through using a variety of modes of assessment during the course of the module. A written test and an assignment will be used to assess students. A make up test remains the discretion of the lecturer. Students are encouraged to be in the venue to write assessments, unless conditions do not permit, in that case evidence of absence from the assessment will have to be submitted by the student within 14 days of the assessment date.

**5.1 Individual Assignment**

During the course of the module, students will be given one individual assignments. This is geared towards giving a student an opportunity of doing independent work. Students will be required to follow instructions and compile an assignment that will display their ability to read with understanding, doing research, organize ideas in a coherent manner and to present a neat document.

Furthermore, it will be appropriate for students to know that their written assignment will be assessed based on the following:

**(a) Typing**

All students are encouraged to submit typed assignments. It is unthinkable at this stage that students can submit work that is handwritten.

**(b) Technicalities**

This involves the following:

* Giving appropriate topic to your assignment.
* Page numbering
* Correct numbering of headings
* Justification or alignment- recommended is full
* Spacing – recommended is 1.5.
* Font size recommended is 12
* Arrangement of paragraphs
* Referencing
* Acknowledgment of authors in the assignment

**(c) Originality**

In this section, a student is assessed whether he/she can be original in terms of the following:

* Introducing the assignment to be tackled
* Formulation of headings and subheadings

Students are further encouraged to make sense out of any material or information that they have received from any information source before they commit themselves in including it in their assignment. ***Cut and paste is unacceptable*** unless it acknowledged. Students will be taught how to paraphrase information. ***Plagiarism is highly discouraged***.

**(d) Coherence**

A good assignment is characterized by the logical flow of thoughts from one sentence to another and from one paragraph to another etc. In some cases, you must show how the paragraph is related to the main topic. There should be a linking sentence for each paragraph. Avoid long sentences, proper punctuation should be done.

**(e) Reference List/ Bibliography**

At the end of an assignment, you should give a list of all the sources you have referred to. Your reference list/bibliography must provide full and accurate details, as it is how the reader can follow up your sources.

The Department of Recreation and Tourism is using the APA or Harvard referencing system. You are requested to acquaint yourself with this system. Examples of referencing can be found in your departmental handbook.

**5.2** **Tests and exams**

One test will be given mid-term. The test is aimed at finding out if students understand the content and that the outcomes of the module have been achieved. Marks for the test are added to the final mark therefore students are encouraged to think and prepare for the test the same way as would for the exam. *Re-testing is given only at the lecturer’s discretion therefore students should aim at making the best out of the first sitting for the test.*

For this module 1RTO312, the Final exam will be a full research proposal that will be submitted during the exam date, submission will be handed directly to the lecturer on the given date and a register of attendance will be signed as evidence of submission.

**5.3 Final Examination**

The final examination for 2023 will not be a sit-in however a full research proposal will be submitted individually by students during the scheduled exam date.

**6. WEIGHTS OF CLASS ACTIVITIES**

All class activities have been given weights which add up to 100%:

|  |  |
| --- | --- |
| **ASSESSMENT** | **%** |
| Test | 50 |
| Individual Assignment | 50 |
| **TOTAL** | **100** |

**7. TEXTBOOKS**

For this class one book will be prescribed but students are encouraged to read as many research related books as they possibly can. The library has many books on research. Once again students are encouraged to make use of journals articles especially for literature review and also to familiarise themselves with the content, knowledge and styles of writing research articles. This prescribed book is not the END option for use, the book is available at the bookshop for students to purchase.

**7.1 PRESCRIBED TEXTBOOK**

Maree, K. (2012) First Steps in Research. Pretoria, Van Schaik Publishers.

**7.2 RECOMMENDED BOOKS**

Veal, A. J. Research Methods for Leisure & Tourism, Pearson Education Limited

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

**8. CONCLUSION**

I hope you will find the content of this module informative and relevant to meeting the needs and challenges that may be presented to you now and in future. It is up to each student to familiarise him/herself with the contents of this student guide to avoid unnecessary problems and tension during the course. Attending to lectures will benefit the student immensely therefore students are encouraged not to miss any class and participate actively in class to test their understanding of the content.

**ASSIGNMENT COVER**

**FINAL%**

**FACULTY OF HUMANITIES AND SOCIAL SCIENCES**

DEPARTMENT: RECREATION AND TOURISM

|  |  |  |  |
| --- | --- | --- | --- |
| **MODULE TITLE** | |  | |
| **MODULE CODE** | |  | |
| **ASSIGNMENT TOPIC** | |  | |
| **NAME OF LECTURER** | |  | |
| **DUE DATE** | |  | |
| NON - PLAGIARISM DECLARATION  I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were one’s own. I know that plagiarism not only includes verbatim copying, but also the extensive use of another person’s ideas without proper acknowledgement (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the Internet. I acknowledge and understand that plagiarism is wrong. I understand that my research must be accurately referenced. I have followed the rules and conventions concerning referencing, citation and the use of quotations as set out in the Departmental Guide. This assignment is my own work, or my group’s own unique group assignment. I acknowledge that copying someone else’s assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism. I have not allowed, nor will I in the future allow anyone to copy my work with the intention of passing it off as their own work. **By signing this cover sheet, I agree that I have read and understood the above. I acknowledge that should it be found to be higher than the acceptable similarity percentage, I may receive 0 (ZERO) for my assignment.** | | | |
| **STUDENT NAME** | **STUDENT NO** | | **SIGNATURE** |
|  |  | |  |
| **LECTURER’S REMARKS** |  | | |

**ANNEXURE B**



**ASSESSMENT OF RESEARCH PROPOSAL 1RTO312**

|  |
| --- |
| **%** |

**ASSESSMENT GRID**

Rating Scale: Max. 15: Poor - 0-7; Acceptable – 8; Good- 9-10; Very Good- 11-12; Excellent – 13-15

Rating Scale: Max. 10: Poor - 0-4; Acceptable – 5; Good – 6; Very Good – 7-8; Excellent 9-10

Rating scale: Max. 5: Poor- 0-1; Acceptable – 2; Good – 3; Very Good – 4;

Excellent– 5

|  |  |  |
| --- | --- | --- |
| **Rating aspect** | **Max** | **Score** |
| Clear research topic | **5** |  |
| Research objectives | **10** |  |
| Research questions linked to objectives | **10** |  |
| Problem statement | **5** |  |
| Literature review linked to study | **15** |  |
| Conceptual Framework linked to study | **5** |  |
| **Research design and methods** –  Type of research (quantitative, qualitative, mixed method) | **15** |  |
| Research design and methods – **Sampling technique and sample size** | **5** |  |
| Research design and methods – **Data collection and analysis** | **10** |  |
| Ethical considerations | **5** |  |
| Significance of research | **10** |  |
| Referencing correctly done, APA, Harvard | **5** |  |
| Total | **100** |  |