Research Methods for Leisure and Tourism

5th edition

RESEARCH METHODS FOR
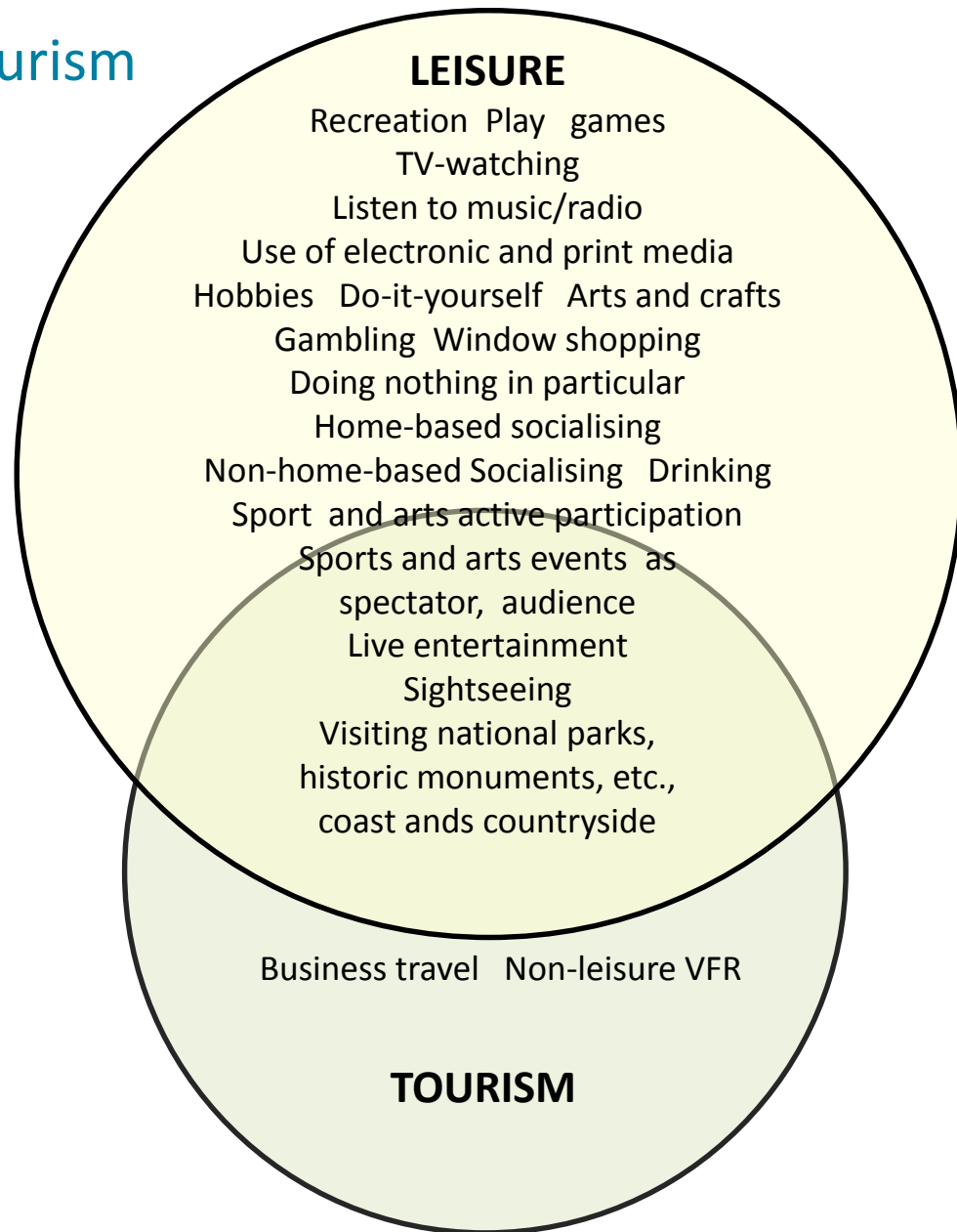**LEISURE AND TOURISM**

A.J. VEAL   Fifth edition

Pearson
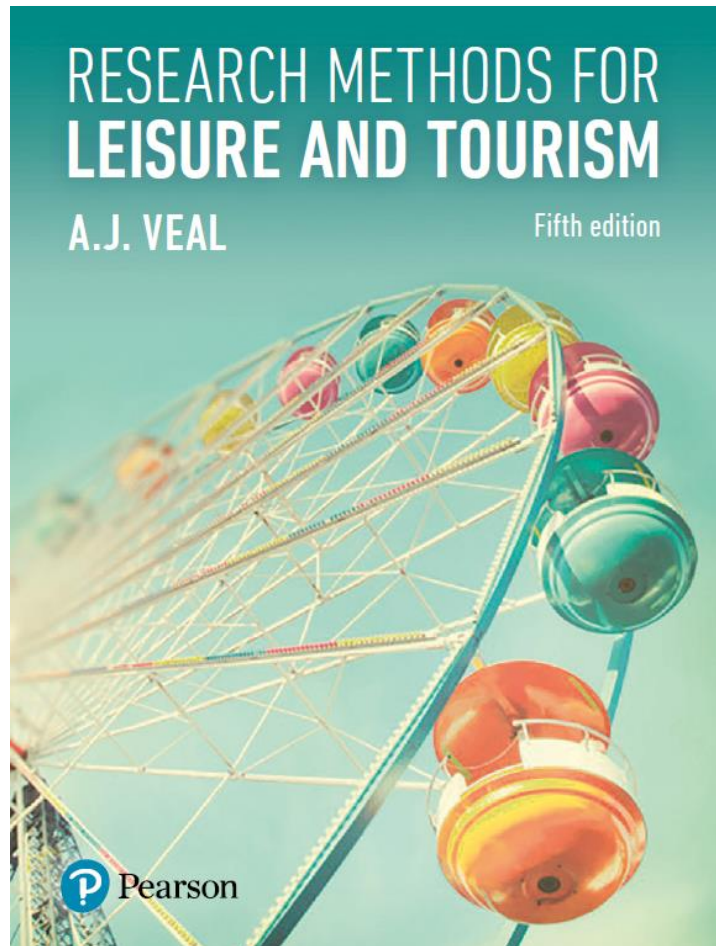
Part I
Preparation

Chapter 1
Introduction to research: what, why and who?

1. Introduction: Scope

Figure 1.1 Leisure and tourism

LEISURE

Recreation   Play   games
TV-watching
Listen to music/radio
Use of electronic and print media
Hobbies   Do-it-yourself   Arts and crafts
Gambling   Window shopping
Doing nothing in particular
Home-based socialising
Non-home-based Socialising   Drinking
Sport and arts active participation
Sports and arts events as
spectator, audience
Live entertainment
Sightseeing
Visiting national parks,
historic monuments, etc.,
coast ands countryside

Business travel   Non-leisure VFR

TOURISM

Pearson

2. What is research?

- Research defined

- Scientific research

- Social science research

- Three types of research

Definition:

'The aim, as far as I can see, is the same in all sciences. Put simply and cursorily, the aim is to make known something previously unknown to human beings. It is to advance human knowledge, to make it more certain or better fitting … The aim is … discovery'.

– Norbert Elias

Scientific research

- Research conducted within the rules of science
- Based on:
  - Logic
  - Systematic examination of evidence
- Ideally can be replicated
- Knowledge is cumulative

Social science research

- Deals with people (individually and in informal and formal groups)

- Uses methods and traditions of social science

- People are less predictable than non-human phenomena

- The social world is constantly changing

- People can be aware of research being conducted on them

Three types of research

- **Descriptive** – finding out, describing what is
- **Explanatory** – explaining *how* or *why* things are as they are (and using this to predict)
- **Evaluative** – evaluation of policies and programmes

Descriptive research

- Because the social world is constantly changing, descriptive research is continuously needed
    - E.g. Periodic data on tourist flows, leisure participation
- Descriptive research needed for:
    - market profiles
    - needs assessment, etc.

Explanatory research

- Involves: why and how?

- Causality: A is caused by B

- Prediction: a change in A will result in a change in B

- Biological and social science – A causes B to a predictable extent

Correlation is not causation

Shark attacks — Ice cream sales
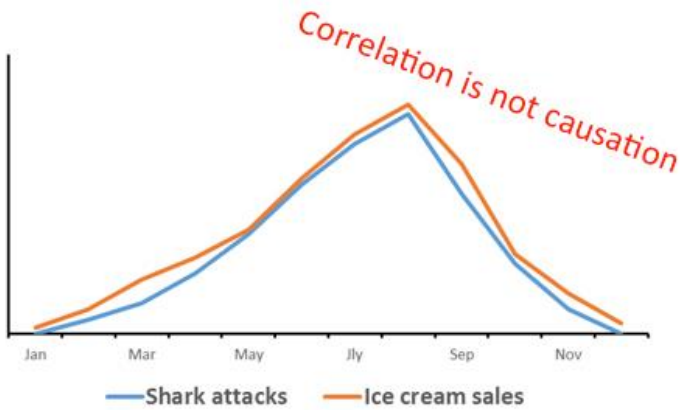
Divorce rate in Maine
correlates with
Per capita consumption of margarine

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009

Divorce rate in Maine: 4.95 per 1,000 / 4.62 per 1,000 / 4.29 per 1,000 / 3.96 per 1,000

Margarine consumed: 8lbs / 6lbs / 4lbs / 2lbs

—●— Margarine consumed —◆— Divorce rate in Maine
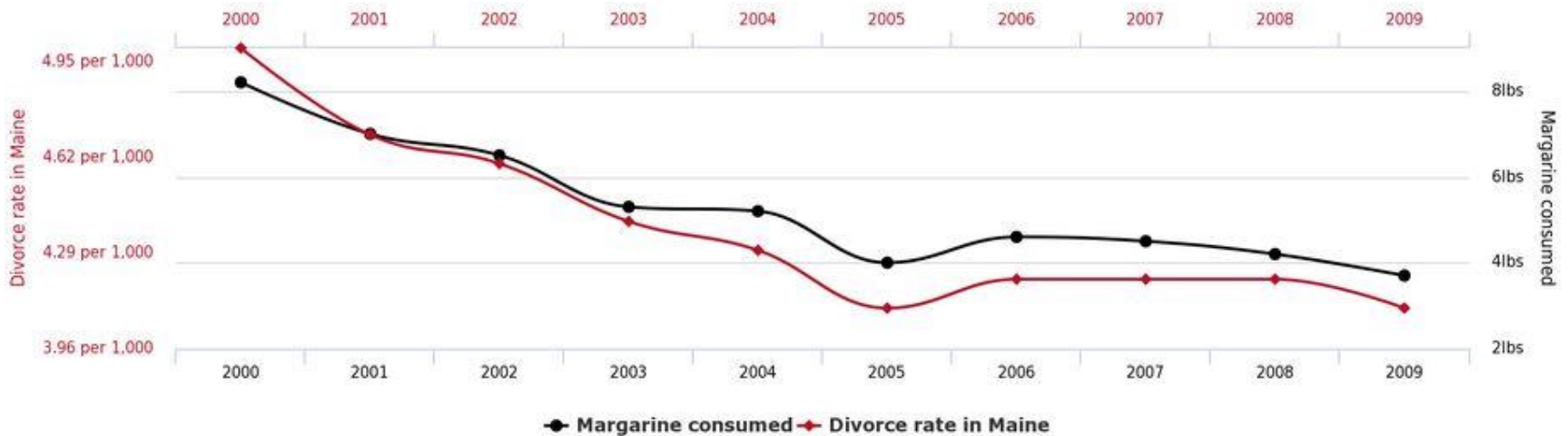
Evaluative research

- To what extent has a programme achieved its aims?

3. Why study research?

1. Understanding research reports, etc. which you read
2. Conducting academic research projects – e.g. A thesis
3. Research is a management tool in:
   - policy-making
   - planning
   - managing
   - evaluating

Examples of policy/planning/management research

Level	Leisure Centre
Policy	Maximise use by all age-groups
Plan	Two-year plan to increase visits by older people by 50%
Management	Implement daily morning keep-fit sessions for older people

Examples of policy/planning/management research

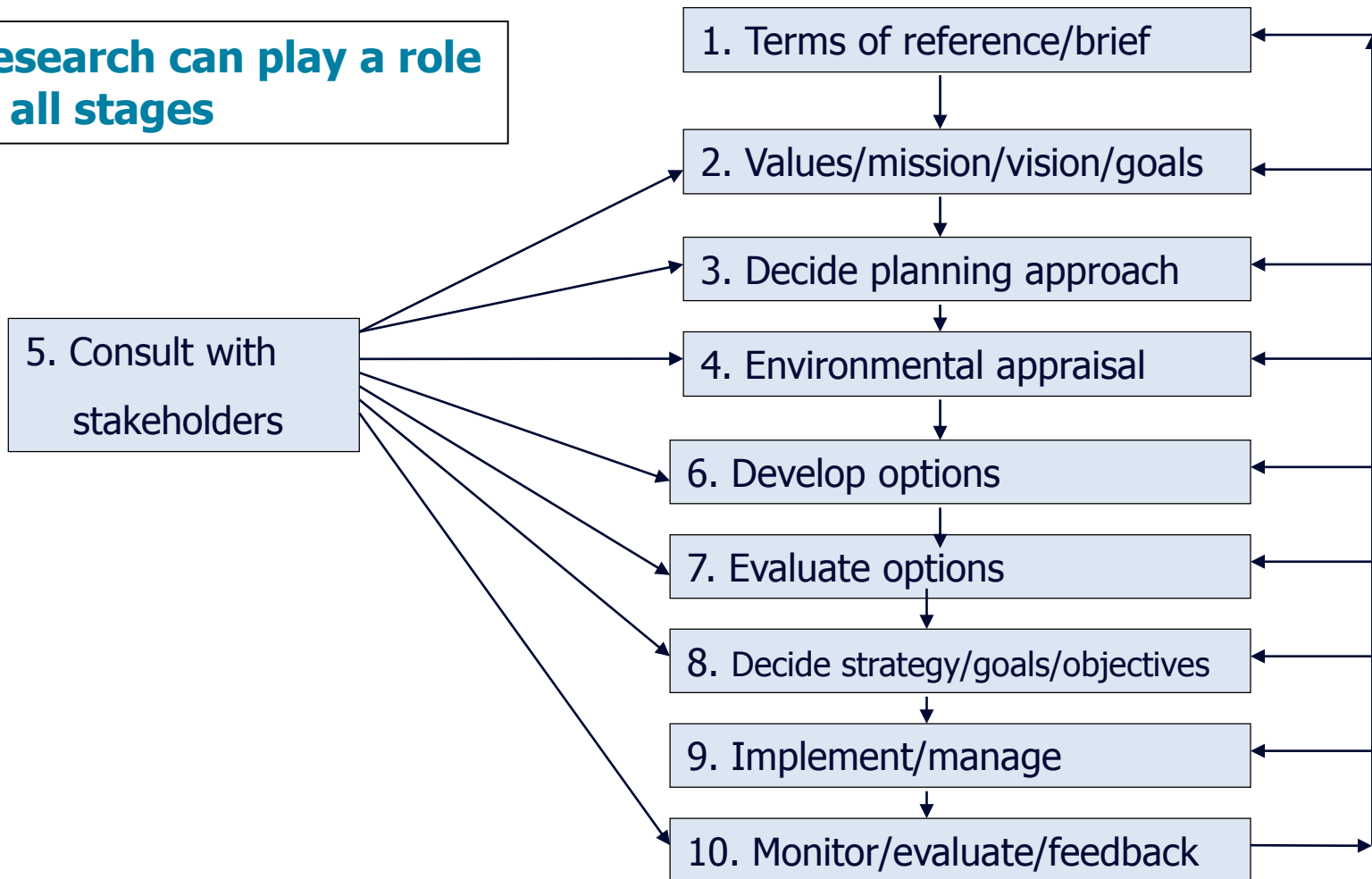| Level	Leisure Centre	Tourist Commission
Policy	Maximise use by all age-groups	Extend peak season
Plan	Two-year plan to increase visits by older people by 50%	Three-year plan to increase shoulder season visits with new festivals
Management	Implement daily morning keep-fit sessions for older people	Choose marketing themes

Examples of policy/planning/management research

Level	Leisure Centre	Tourist Commission	Arts Centre
Policy	Maximise use by all age-groups	Extend peak season	Encourage contemporary composers
Plan	Two-year plan to increase visits by older people by 50%	Three-year plan to increase shoulder season visits with new festivals	Three-year plan to commission new work by contemporary composers
Management	Implement daily morning keep-fit sessions for older people	Choose marketing themes	Select composers and commission and produce works

Examples of policy/planning/management research

Level	Leisure Centre	Tourist Commission	Arts Centre	National Park
Policy	Maximise use by all age-groups	Extend peak season	Encourage contemporary composers	Increase non-government revenue
Plan	Two-year plan to increase visits by older people by 50%	Three-year plan to increase shoulder season visits with new festivals	Three-year plan to commission new work by contemporary composers	Three-year plan to implement user-pays programme
Management	Implement daily morning keep-fit sessions for older people	Choose marketing themes	Select composers and commission and produce works	Implement user-pays programme

The rational-comprehensive planning/management process

Research can play a role in all stages

1. Terms of reference/brief

2. Values/mission/vision/goals

3. Decide planning approach

4. Environmental appraisal

5. Consult with stakeholders

6. Develop options

7. Evaluate options

8. Decide strategy/goals/objectives

9. Implement/manage

10. Monitor/evaluate/feedback

Examples of planning/management tasks and associated research:

Tourism example

Steps	Planning/policy/management activity	Associated research
1. Terms of reference	Develop local sustainable tourism strategy	Existing research indicates road capacity reached.
2. Set values/ mission/goals	Increase tourism by 50% over 10 years within acceptable env. Limits	Study of likely increases in tourism demand over 10 yrs.
3. Decide planning approach	Demand-based etc. See Veal (2017: Ch. 7)	As below
4. Environmental appraisal	Consider existing supply - demand	Existing programs & infrastructure fully used
5. Consult stakeholders	Consult sporting clubs, schools, young people	Survey indicates support in all groups; confirms feasibility
6. Develop options	1. Publicity campaign 2. Free vouchers 3. Build more community facilities 4. Provide support to clubs/ schools 5. Train leaders/coaches/ teachers	Review of experience of each option in other regions, based on published accounts and a survey

Tourism example

Steps	Planning/policy/management activity	Associated research
6. Develop options	1. Publicity campaign 2. Free vouchers 3. Build more community facilities 4. Provide support to clubs/ schools 5. Train leaders/coaches/ teachers	Review of experience of each option in other regions, based on published accounts and a survey
7. Evaluate options	Evaluate options 1–5	Each option costed; on basis of survey evidence, estimate made of cost-effectiveness of each option.
8. Decide strategy/ goals/objectives	Options 3 and 4 adopted	Options 3 and 4 recommended

Tourism example

Steps	Planning/policy/management activity	Associated research
9. Implement/ manage	Implement options 3 and 4	-
10. Monitor/evaluate/ feedback	Assess success in terms of increased participation Continue program: increase resources for training coaches/ leaders	Survey indicates participation increase to 45% after 1 year, but shortage of coaches/ leaders

4. Who does research?

- Academics
  - Part of the job description. Knowledge for its own sake and/or to engage with industry/professions and/or benefit society
- Students
  - Coursework projects + Theses
- Government and commercial organisations
  - To inform/evaluate 'evidence-based policy'
- Managers
  - To inform practice. monitor performance, aid decision-making
- Consultants
  - Under contract to govt and industry

6. Research outputs

- Academic journal articles
- Professional journal articles
- Conference presentations/papers
- Books
- Policy/planning/management reports
  - Position statements
  - Market profiles
  - Market research
  - Market segmentation/lifestyle studies
  - Feasibility studies
  - Leisure/recreation needs studies
  - Tourism strategies/marketing plans
  - Forecasting studies

Managers conduct research on:

- Current customers
- Potential customers/community – market research
- Environmental appraisal
- Organisational performance
  - Sales
  - Efficiency
  - Staff performance/motivation
- Competitors
- Products
  - Existing
  - New

5. Who pays?

- Unfunded
- University internal funds
- Government-funded research councils
- Private trusts
- Industry – public, commercial or non-profit