

Assessment 1

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| Assessment Method: | Discursive essay | Re-assessment Method: | Discursive Essay |
| Word Count | 2,500 | Word Count | 2,500 |
| Feedback Method: | online | Feedback Method: | online |
| Learning Outcomes Assessed: | 1,4 | | |

Please read carefully the assessment and marking criteria overleaf:
Please check your title with Milka before you start!

Question is: -- **How Customer relationship management benefits to Hotel Industry?**

A word-count of 2,500 words is specified and submissions which fall outside the limits set will incur a penalty of 10% (Title Page, Contents, Bibliography and Appendices are excluded from the word count).

Assignment 1 Guidelines Assessment 1

Your first assignment is a discursive essay, in which you will identify a research question relevant to the study of responsible tourism and evaluate the different ways in which similar topics have been researched. Your essay will give a brief overview of your research question, and will then describe the different methods which have previously been applied to the research of your chosen topic / subject (choose between 6 – 10 examples from academic research papers). You will then discuss the relative strengths and weaknesses of these different methodological approaches relating this to the broader philosophical approaches to research.

Based on this discussion, you will make the case for the method which you think is most appropriate in order to approach your research.

Suggested Structure and some Guidelines on the content

Title Page

Contents Page

Brief Introduction to the task with a summary of your structure and key points approx: 250 words

A brief summary of the topic as described in the 6-10 chosen papers - approx. 750 words

This should include a brief summary of the topic as discussed in the chosen papers.
A brief summary of the methodologies used in each paper.

Use the following set of questions to help you with the methodological summary

1. 1) What are is the main methodological design (if available)? Ethnographic study, Survey, Phenomenological study, case study, action research?
2. 2) What are the main methodological approaches of each paper - qualitative, quantitative, mixed methods?
3. 3) What are the specific methods employed, questionnaires, interviews, focus groups.
4. 4) What is the sampling approach of the research paper? Probability/ Non Probability / etc? What is the sample size?
5. 5) How are results / findings analysed?
6. 6) How are they presented.
7. 7) What is the philosophical approach of the research article? (Is it stated in the paper? Can you identify it, if not?).
8. 8) What are the key conclusions?

A lot of this information on methodology can be presented in a table with a brief summary discussing the content and concluding what are the most commonly used methodologies.

The strengths and weaknesses of those key methods - approx. 1000 words

This discussion should be based on **academic literature on methodology** . You have already identified the most widely used methodological approaches in the previous section and now you look at their strengths and weaknesses- you can use examples from your selected papers to strengthen your arguments.

Assignment 1 Guidelines

Suggested structure for comparison:

Philosophical approaches- positivism / interpretivism / constructivism/etc. Methodological

Designs - case study / surveys /ethnographic study

Methodological approaches- qualitative /quantitative /mixed methods

Methods - questionnaire / interviews/focus groups /etc

Sampling - probability / nonprobability

Data Analysis- Statistical , Content, Discourse analysis , narrative enquiry

Focus on the methodologies employed in your chosen academic peer-reviewed articles!

Argument on the most appropriate method to investigate your selected topic - approx. 500 words

This should be based on the key conclusion you made about the methodology employed in the selected 6-10 articles and your discussion of the strengths and weaknesses of those employed. What research approaches are suitable to investigate the topic? What makes them suitable? Relate your argument to the strengths and weaknesses of the approaches identified earlier.

Conclusion of the discursive essay- approx. 125 words. References

