

assignment 1

by Ayda Bekisoglu

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Assignment 1 – Research Proposal Project

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Table of Contents

Introduction: 2

Research Methodology..... 2

Significance of the study..... 4

Timeline and Budget..... 5

Conclusions and limitations 6

Reference: 7

Introduction:

Rail travel has always been a popular form of travelling, although between 2022 and 2024 rail journeys are still 20% lower than peak in the United Kingdom as stated by Gov.uk. Crockett, J., & Hounsell, N. (2005) conducted a questionnaire in order to understand the importance of rail travel, the study showed the researchers that the importance of rail travel is how convenient the service is to the public. Pafféri, Z., & Profession Remenyik, B., (N/A) conducted a report stating that rail travel assists with attracting more to Good! to different destinations due to the opportunity to travel with train rather than airplane. The report expresses that trains are becoming increasingly popular during the period of sporting events. This statement is accurate as T. Santanam, A. J. Trasatti, P. Van Hentenryck and H. Zhang (2024) conducted research that suggests special events cause surges and congestion due to the need of transportation for customers to get to a specific event, proving that rail transport becomes over crowded at the result of an event. With the use of looking into a number of case studies this assignment will outline why travellers should choose rail travel as an eco-friendly and responsible transport option while attending events. 2

Research Methodology

As stated by Cleland., J.A (2017) states, qualitative research helps explore human experiences that can't be Good! fied. Therefore, this study will use qualitative research methods to understand the publics motivations for using train travel and their experiences. With the use of directing interviews and surveys, the research will express whether the publics motive can be alternated to consider sustainability. Furthermore, the research will interpret whether rail transportation is used for attending events and other reasoning behind attendance. This can be understood by asking travellers about their past experiences of attending events via rail travel and if they've continued using the transportation since. Once findings are collected, analysis upon these findings will take place. The first analysis will be to highlight all of the relevant variables, secondly the analysis will look Good! the different concepts that appear within the responses and lastly the themes will be put in space. As stated by Crosley.,J, Dr Rautenback.,E (2021) grouping your findings into themes serves the purpose of summarising sections of your data in a convenient way which helps answer your research question and achieve your research aims. Once all responses are assorted into clear segments that are recurrent, comparative analysis 4

will take place to pinpoint similarities and differences. Jacob, S. A., & Furgerson, S. P. (2012) express that interviews are an opportunity to collect rich data, the data helps us describe people, Good! explain phenomena and understand experiences. The research must take into account for biases, particularly response bias. Where interviewees may provide inaccurate answers, either unintentionally or deliberately. During a survey, there are a number of biases that may take place stemming from the atmosphere of the situation. DiCiccio, R (2022) expresses a number of ways to prevent survey bias, including Interesting! avoiding leading questions, assumptive or loaded questions, double-barrelled questions and prevent poor answer scales options. Considering the sampling procedure for this research a probability sampling procedure will be put into place, meaning that every member of the population has a chance of being selected, stated by McCombes.,S (2022). Probability sampling ensures the sample accurately represents the population, which is crucial for understanding why the public is hesitant to use rail transportation regularly, as opposed to for events. Once concepts are understood the research will have the chance to navigate ways to convince the public differently. As stated by Hayes., A (2024) simple random sampling is a method where each member of a population has an equal chance of being selected. This unbiased Good! approach is ideal for the research, as it aims to gather responses that will accurately reflect the United Kingdom's population's reasoning for not using rail transportation. To conduct this sampling the research can use tools such as random number generators or even drawing number out of a hat, which is entirely based on chance. The interviews and surveys will both take place in the two main cities of Wales, that is Cardiff and Swansea. Research will be conducted in the train stations Good! and the main venues within the cities. This in turn will provide the research with a larger collection of data, giving a probable result to the research question. With the use of using interviews in this research there is a chance that it will show the demographics prefer to use rail transport and the demographics who prefer not to use rail transport. Furthermore, with the use of inquiry the research will be capable of understanding the influences that have led to the specific outcomes. In view of ethical considerations, the research must make sure that all potential interviewees are informed about the purposes and the matter at hand of the interview. The university of Bath (N/A) express that participants have the right to withdraw from the study at any time, without providing a reason or facing any penalty. It is important to remind participants this right throughout the study. It's

also important to make sure participants are comfortable, stated by Santa Clara University (N/A). Williams., K (2024) looks into the ethical considerations within survey, the writer expresses **Good!** one of the ethical concerns is handing sensitive information, researchers must ensure any personal or confidential data is protected and not disclosed to unauthorized individuals. This also leads onto anonymity of participants, as participants should feel secure that responses won't be traced back to them, in turn encouraging the participants to provide honest feedback. Ethical considerations in surveys perform a crucial role in guaranteeing that the way in which information is collected is respectful. Kibuacha., F (2023) also looks into ethical considerations involved in data collection and **Good!** provides a list of methods in order to be ethical; transparency, consent, security, accountability, user rights and privacy law. Ethical considerations within this research will be evident as participants won't be asked for their names providing them with anonymity, consent forms will be filled out before any research is conducted and the researchers will remind our participants that they can withdraw from the study at any given moment.  5

Significance of the study

SpotSee (N/A) states that the world is shifting towards sustainable transportation which has been achieved as rail infrastructure is becoming more efficient, reliable and safe. Companies such as, Network Rail and Varamis Rail in the UK have launched **fully electric** freight services as an environmentally friendly alternative to road haulage. **Add citation** It is clear that the public understand the importance of sustainability and are following measures in order to stay sustainable with the involvement of transportation. However, what isn't studied closing is the prices of rail transportation and how this impacts the public from using rail transportation rather than other alternatives such as a car. It is stated by NiBusinessINFO.co.uk (N/A)  6 that the disadvantages of rail transportation are the routes, costs and mechanical failure this in turn makes the public feel uncertain about rail transportation. With the use of this study the rail transportation field not only will understand their impacts upon the public but additionally the **Good!** **benefits** made to the rail companies due to their high costs, unreliable transactions and inefficiency. Furthermore, the field will gather a clear understanding as to why a larger number of the public prefer to use rail transportation compares to when there isn't an event be held. This will intern give rail companies an understanding as to what needs to be conducted in order to avoid a

large decrease of numbers when there isn't an event being held. DLR (N/A) states that three completely new trains have been created **Good!** which are the NGT HST (High-Speed Train) double-decker traveling up to 400 kilometres per hour, NGT LINK which is a double-decker connecting cities and metropolitan area, NGT CARGO a fast, quiet and automatic freight train. With the use of this being brought into the United Kingdom the public will become more reliable upon rail transportation and find it more efficient due to its high speed. This in turn will lead to an increase in the usage of the transport but also will make customers feel that the cost of train travel is worth it as it will get customers to their destination **Interesting!** time with no delays. National Rail expresses that work has begun on the metro which will transform travel in South Wales, this means construction, engineering and infrastructure work is in progress to upgrade the rail network so it's ready for the metro. Furthermore, railway lines in South Wales are also being upgraded. This will successfully bring more local travellers into Wales due to the new developments of the transportation, as well as making it a lot easier commuting between England and the South of Wales. Lastly, this will create a number of new **Good!** transport lines around the United Kingdom making it more efficient for all individuals leading to an increased number of users. As implications are being taken place in order to improve rail transportation, this could majorly influence the economy of the country due to inflation already taking place at a fast pace. For this reason, making big changes to rail transportation will not improve inflation but instead make it worse causing difficulties for individuals to use rail transportation due to the further duplication of costs. With the use of fast rail transportation, the efficiency will become a large help to the public but it must be taken into consideration that the public may also hesitate to put their lives in the hands of a very technological machine. This could lead to a decrease of users causing issues for the companies as well as a possible increase of carbon footprint as the public may become completely uninterested in public transport due to too many complicated improvements. This will especially impact the older generation as they are at a further distance of understanding technology. **7**

Timeline and Budget **9**

Research will be conducted from February 6th to 15th, focusing on whether users often use rail transportation such as day to day, as well as the increased rail transport usage due to the shows at Swansea Arena and Utilita Arena Cardiff. From

February 6th to 11th the study will take place in Cardiff, and from February 12th to 15th the study will shift to Swansea corresponding with events at each Arena. A key challenge is that customers may be late or have had a couple of drinks before attending the shows, which could impact variables. Conducting research at both Arenas will help minimize this variable and improve Good! study's accuracy. Since the research involves interviews, it's important to conduct them in quiet environments away from distractions. Unlike surveys, which only require participants' emails for distribution. The surveys can either be conducted immediately on paper or with emailing participants allowing them to decide whether to take part or not. Research should be conducted between the 6th and 15th, once conducted analysis will take place from the 16th to the 2nd of March. Costs will mostly come from traveling by rail to Cardiff from Swansea. 10

Conclusions and limitations

Strengths

- This research will gather a wide range of responses from both event attendees at the arenas and everyday commuters at the rail stations in both cities.
- Research in both Swansea and Cardiff will allow for comparison of similarities and differences between participants from the two neighbouring cities
- As the study is being conducted for ten days this will ensure that a lot of research will be conducted from both cities, giving the researchers to analyse a large amount of data ensuring that the answers to the question will be most accurate.

Good!

Weaknesses

- Interviews and surveys must be brief, as arena attendees may be unwilling to spend time on them. This could potentially lead to unclear or incomplete responses, which should be considered when analysing the data.
- The analyses of the study must consider that participants will be under the influence of alcohol which could impact the study.

- The research must avoid collecting personal information to maintain ethical standards and clearly inform participants of their rights to withdraw at any time. If this isn't made clear the research could face a number of drawbacks.

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assignment 1

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

SJ

51 / 100

Thank you for your submission.

For further feedback, please refer to the 'Rubric/Form' tab below.

PAGE 1

PAGE 2



Comment 1

Provide a date when you add an in-text citation.



Good!



Comment 2

Your introduction highlights the key ways rail travel is important for tourism and events, but it could be stronger with more specific examples or data to back up your points. While you mention that rail travel supports large events, it doesn't fully explain why it's a better option compared to other modes of transportation. The idea of boosting the local economy is introduced, but expanding on this would make it clearer how rail travel impacts it. The piece doesn't explore the broader changes in the tourism and events industry, or why these factors matter so much now. A bit more on the evolution of the industry would give the topic more depth. You mention the background of the sector, but adding more detail would help the reader better understand the context and how it ties into your main points.

Strikethrough.



Good!



Good!



Comment 4

Ensure to split your work into smaller paragraphs. This will improve the readability and will ensure that your work flows nicely from point to point.

PAGE 3



Good!



Interesting!



Good!



Good!

PAGE 4



Good!



Good!



Comment 5

Research Design: This section clearly explains the overall approach to the study, offering a solid rationale for the chosen design. It specifies whether the study is qualitative, quantitative, or mixed-methods and explains why this approach is the best fit for the research objectives. The reasoning for choosing this design over others is also well-supported.

Data Collection Methods: The description gives a detailed breakdown of the methods used to collect data, such as surveys, interviews, focus groups, observations, or secondary data. It explains how each method will be applied in the research and why it's appropriate for the study. The section also discusses the tools and instruments (like questionnaires and interview guides) and how they will be developed and tested for reliability.

Sampling: The section outlines the sampling process in detail, including the target population, sampling techniques, and sample size. It explains why the chosen sampling method is the best fit for the

research and how it ensures the sample is representative, leading to valid findings.

Ethical Considerations: Ethical concerns are clearly addressed, with a focus on protecting participants' rights and maintaining data integrity. This section covers key ethical issues like informed consent, confidentiality, anonymity, and how any risks to participants will be managed.



Add citation

Add citation



Comment 6

N.d.



Good!

PAGE 5



Good!



Interesting!



Good!



Comment 7

Ensure to break up your work into paragraphs. It would have been beneficial to have a paragraph on the importance of the research, its potential contribution to the field, the practical implications and the application of findings.



Comment 8

Importance of the Research: The explanation of why this research is important is well-rounded. It identifies key gaps in current knowledge and explains how the study plans to address them. The relevance of the research to ongoing trends or challenges in the field is clearly highlighted, and the potential broader impact of the findings is discussed effectively. However, while it covers the importance and potential contributions of the research, it could benefit from a bit more depth and clarity in certain areas.

Potential Contributions: The potential contributions are mentioned but not fully developed. The section provides a general idea of how the research could benefit the field, but lacks specific details. Adding concrete examples of how the research could advance knowledge or improve practices would make this part more compelling.

Practical Implications: The practical implications are briefly mentioned, but the discussion is a little vague. While it says that the findings could be applied in real-world settings, it doesn't explain exactly how they might influence practices or decision-making. Giving a few examples of where or how the findings might be used would make this section stronger.

Application of Findings: The description touches on the possible applications of the findings, but the connection between the research results and their practical use isn't fully clear. While it mentions the potential impact, it doesn't go into enough detail about how the findings would be implemented or what specific changes they could bring about.



Comment 9

Research will need to be conducted before that as Assignment 1 feeds into Assignment 2.

PAGE 6

QM

Good!



Comment 10

The description provides a clear and detailed schedule of the research activities, with milestones and deadlines for each stage. The timeline is well-organised, breaking the project into distinct phases, making it easy to follow the progress. The milestones are realistic and achievable, and the deadlines are spaced out appropriately to ensure there's enough time for each stage. In addition, it would have been good to see the budget aspect, but this was not mentioned within your work.

QM

Good!

Additional Comment

Although more depth could have been added in both sections. Really expand on the points you have started to make.

GRADING FORM: RESEARCH METHODS ASSIGNMENT 1

AYDA BEKISOGLU

51

ENGAGEMENT WITH LITERATURE

You should incorporate academic material about research methodology in section 2, while sections 1 and 3 will utilise online sources mainly to provide underpinning material for your case study. Be respectful for other who have produced work and cite their work. Show academic honesty and credibility. Your academic sources for methodology should be from text books and academic journals. Go beyond what is provided to you in the module for better marks. All sources must be critically evaluated – so that if you are using a weak source, you show it has some limitations. You must include a minimum of 20 reference sources, with in-text citations.



Engagement with an appropriate range of literature, including sources retrieved independently. Some over-reliance on texts. Referencing may show minor inaccuracies or inconsistencies.

5

KNOWLEDGE AND UNDERSTANDING

You should show an understanding of research methods and how these can be used to investigate case study organisations in Travel and Tourism. You should show some knowledge of analytical approaches suitable to the field and show where there are limitations. This assignment should also be supported by your understanding of the field generally and all modules that you will have studied up to this point.



Knowledge is reasonably detailed and accurate. A good critical understanding of the well-established concepts and principles and the main methods of enquiry, with minor gaps in the selection of material.

11

COGNITIVE AND INTELLECTUAL

You should be able to show an appreciation for which research methods are appropriate for your case study investigation. These should be well thought out, and relatively achievable, although there is always room for some failure within a plan/scheme. You should show a coherent understanding of how all the information fits together to produce your case study. You will get better marks for demonstrating the academic underpinnings of your methods and techniques.



Some critical evaluation and analysis of concepts and principles, though descriptive in parts.
An emerging awareness the limits of their knowledge and ability to use evidence to support the argument though with some tendency to assert/state opinion rather than argue on the basis of reason and evidence.
Mostly valid arguments and logical judgements.

16

PRACTICAL SKILLS

You need to focus on selecting appropriate methods for the case study to produce meaningful and interesting findings- these need to be realistic and practically achievable given the context and limitations. You will get better marks for using the appropriate academic language, terminology and concepts. You should use what you have learned from modules up until now to assist you in writing this case study project.



A good and appropriate application of established methods, materials, tools and/or techniques.

11

Clear appreciation of the context of the application. Mainly consistent, accurate and logical application of theory to practice, making appropriate links between the two.

Can identify problems and propose mostly appropriate solutions outside the context in which they were first studied.

TRANSFERRABLE SKILLS

The project should be structured in accordance with an academic report layout using the structure provided. This should involve headings, subheadings and captions that describe any diagrams or pictures. The content should be of a professional standard with correct spelling, grammar and a logical flow to your discussion. The work needs to be supported with citations which should be referenced using the Harvard method. Arial font 12 should be used, with 1.5 line spacing and justified text.



Can communicate in a suitable medium for the audience but with some room for improvement.

8

Mostly ordered presentation and structure in which relevant ideas / concepts are reasonably expressed. Work may lack coherence in places.

Can work as part of a group, meeting most

obligations to others but perhaps with limited involvement in group activities.

Demonstrates the basic skills for employment requiring the exercise of personal responsibility and decision-making, with some areas of minor weakness.