

# Carys Davies Research study assignment 1

*by Carys Davies*

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Carys Davies 2303981

Research methods and field study experience BMTP5022

Lecturer: Scott James

"How can we convince travelers to choose rail travel as an eco-friendly and responsible transportation option when attending events?"

## Introduction

With 1.385 million passengers and £21.1 billion government funding going into train travel over the last financial year (gov.uk,2024) rail travel has an impact on our lives in some shape or form, from environmentally helping to reduce the carbon footprint that we use daily, economically boosting the local economy by improving the access to jobs, education and also commuting items and goods across the country, the social aspect of train usage in our lives by linking towns and communities to visit their friends and family, health and well-being impact by encouraging people to walk or cycle to and from the station.



The research methods conducted will help gather information regarding the relationship between rail travel and the tourism and event industry, but also researching how to convince travelers to use the train travel as an ecofriendly and responsible option to attend events, this includes providing a timeline and costing of the research taken place and the limitations that can affect the work that will show us how to improve for future research studies.



## Research methodology



Veal,2018 states that 'qualitative research is invaluable for gaining a full comprehensive understanding' but identifies that it is time consuming and the finding of the research is specific towards the content required, this is why In this research study the use of mixed methods will be used in the format of surveys, interviews and observations. qualitative research focuses on collecting non numerical data to understand, concepts, experience and visions using pictures, videos and physical experience, this will allow us to generate theories and a structure before leading us forward with the use of quantitative methods such as surveys, focus groups.

[Add citation](#)

Surveys are a great tool for research studies due to it being able to reach a large and diverse population of opinions, it can be distributed through social media or in person, this allows to gather data from a broad audience, survey monkey,2024 agrees that it a 'versatile method of research' and it 'allows you to transform feedback into data'. And that the researcher has the power to distribute it to whomever to control the demographic of answers received.

Interviews are valuable for getting in-depth information and expanding on the answers from the survey, these can be structured or flexible allowing the researcher to adapt regarding the answers and enthusiasm of the interviewee. For example, if the interviewee is struggling to come up with answers the researcher might change the questions to simpler or end the interview. Enago,2023 and indeed career guide,2023

*The research design is mentioned, but there's not enough explanation of why it's the best fit for the research question. While the type of design is specified, the strengths and limitations of this approach in relation to the study's goals aren't fully explored. The methods are listed, but the explanation could use more detail. For example, it mentions surveys and interviews but doesn't explain how they will be conducted or why they're a good match for the research topic. There's also limited information about the tools and instruments used, and how they'll be tested for reliability or validity isn't addressed.*

stated that interviews allow the researcher to observe body language and facial expression which can give the researcher and additional insight to the response

### Ethical considerations

Bhandari,2021 states that the meaning if ethical considerations is to make sure that the participation in study is voluntary, informed and safe is the aim objective when dealing with public and getting them involved.

Consent is important when conducting interviews by simply asking them if you can record their voice to use for educational purposes and perhaps if they are happy to use their answers and information such as demographic, infographic, psychographic. The study must make sure that the questions and interviews don't cause physical, phycological or emotional harm to the interviewee or towards the researcher and always be treated with respect. If anything goes wrong or incorrect the researcher should be accountable for actions and all decisions.

These principles will help ensure that the study is kept in the correct manner and is ethically responsible and respectful of the participants wellbeing and rights 

### Significance of the Study

Rail travel is essential for hosting large events due to the capacity of people they can carry at one time. An example of this is from GWR News (2023) stating that in June 2023 they operated 60 trains a day to Glastonbury festival carrying over 26,000 to and from the festival over that weekend. This shows the impact that trains have on large-scale events.

Glastonbury's objective to provide a platform to celebrate creativity and cultural diversity but also the major commitment to promote environmental awareness and sustainability such as recycling, waste reduction and using renewable energy, this link into train transport due to train travel being one of the most sustainable ways of transport. By taking a train instead of a car the reduction in emissions is 80% (Ritchie,2023 and BBC,2019). This is also a great way of enhancing the visitor experience as they don't have to become stressed due to congestion on roads and directions, also by taking a train you can enjoy a beverage purchased on board and simply relax before arriving at the event. By arriving or choosing by train to reach a destination this is a great way to explore different areas that you wouldn't necessarily know about or access by car.



According to the [ETC Corporate,2020](#) and the role of the railway in Great Britain, 2019 rail travel is more environmentally friendly way of travelling compared to planes and cars, using the campaign of the EU'S Green deal objective of reducing co2 emissions by 2050 which is stated in both of these websites above, these initiatives also the inclusive transition of the energy, agriculture and biodiversity sector by 2050 (European Commission,2019). However, train fares in the UK are around four times as expensive as the equivalent flights (National Geographic,2023). How and why should we try to persuade people to take the trains to events.

Another reason for the importance of rail travel is for independence. In 2021-22 15.9% of Uk households dint have any access to a car, this includes people who cannot drive due to age, disability or personal choice (Thomas, 2021).

Also, the effect that rail travel has on rural communities. Rail travel is important for them to be able to access the rest of the country, according to the community rail network,2023 they have identified that by developing and focusing on the integrated public transport from rural communities link to boosting economy by helping highlight the services and beauty of these [small towns](#) and decreasing the carbon emissions, also the other aspect of taking the rural communities to discover other parts of the country by just taking one simple train journey.

Interesting!

Focusing further on public transport in rural communities, as stated in community rail [network,2023](#), [Hinchliff,2024](#) and [Gov.uk,2022](#)  limited public transport will make it difficult to access workplaces and services this can lead to feeling of isolation and boredom and can contribute to mental health issues, yes train travel is a great way to escape and explore the country but we should focus and bring the research back to how can we convince people to use this type of transport when most of the time in rural communities we have to travel by car to get to the train station in the first place, wouldn't it be easier and cheaper to take the car journey all the way to the event?

This all shows us the scale of the market for train travel in the UK. These people might not use the train every day but getting to places or events or just daily activities might be their option.

This research will help expand the knowledge and the concept behind the decision of using train travel to an event and it being an ecofriendly choice the study will relate back to the question "How can we convince travelers to choose rail travel as an eco-friendly and responsible transport [Good!](#) n option when attending events?" And hopefully give us answers on possibly how to promote and get more people to use it as a first option of transport. Hussan,2023 agrees that a research study will explore solutions to problems by identifying the causes developing them into potential solutions also Saunders, Lewis

and Thornhill, 2016 emphasize in their book that it exposes new ideas, perspectives and insights into other experiences using interviews are significant.

The world travel market conference in London on the 5<sup>th</sup>-7<sup>th</sup> of November advised the attendees to arrive by train. Open destinations, 2024 website states that the market 'provides a platform for collaboration, innovation and growth' regarding this event towards rail travel the Excel London venue is situated very near to the DLR and London underground station at Custom House. This is very convenient for all attendees as these methods of travel are the 'public rapid transit system of London' (London in real life, 2023) 'bringing together industry professionals from across the globe' (WTM, 2024) these slightly show the demographic for this event which is mostly business workers.

This research matters due to lack of commitment to the environment, as stated above by taking a train the emissions of CO<sub>2</sub> is 80 Interesting! in travelling by car. (BBC, 2019) As the researcher undertakes the study it shall explore multiple options and try and answer, why do people take or don't take trains, this can be done firstly through surveys and then interviews to personally get deeper insights into the opinion and concept.

The contributions of the whole research would intend to find the reasoning of how to improve or persuade more people to use rail transport by identifying factors like cost, comfort, convenience and travel time. The advancement the research might bring to the field is lowering the CO<sub>2</sub> emissions, lowering congestions of the roads, event functionality and queues would be easier to manage as initially everyone, or majority of attendees would be arriving the same way efficiently. 8

### Timeline and Budget

This research will be taken from the 21<sup>st</sup> of October- January 2025. This will ensure that all factors of research are covered, and all concepts and opinions are valued and included.

October 21<sup>st</sup>-23<sup>rd</sup>- Plan the research field report through mind maps gathering references

October 24<sup>th</sup>-28<sup>th</sup> - Introduction and Research methodology- choose method of research such as surveys and interviews design how and what to ask and the pros and cons of both methods, what need to be answered from these methods and limitations

October 29<sup>th</sup>-31<sup>st</sup> Ethical considerations and the significance of the research

Good!

November 1<sup>st</sup> -4<sup>th</sup> Plan and prepare for London trip for the world travel market, demographic, infographic, how to get there, how they promote rail travel, amount of people attends, cost of travel and ticket price

November 6<sup>th</sup> – World travel market observations of easiest form of transport to and from the event and observe type of demographic at the event.

November 7<sup>th</sup>-10<sup>th</sup> extend significance of study with the research and notes from world travel market and link in other events from UK that promote rail travel

November 11<sup>th</sup>- prepare survey to get information about rail travelers that use Swansea station (Survey example in appendix)

Good!

November 17<sup>th</sup>- Research method and field study report essay completed

November-January Hand out surveys and interviews to get in-depth knowledge of study, find out why people use train Christmas period might be busier as travelling go back to see friends and family. January as its back to work after Christmas period.  9

### Cost

World travel market ticket -£50 (World travel market,2024)

Single DLR ticket around £2.00 (Transport for London,2024)  10

### Conclusions and Limitations

| Chosen research method                                                                  | Strengths                                                                                                                                                                                                                                                                       | Weaknesses                                                                                                                                                                                                                                                                                 |
|-----------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Surveys</u><br>(Survey methods,2011)<br>(Gaille,2020)<br>(Mc Neill and chapman,2005) | <ul style="list-style-type: none"><li>• Low cost as can distribute by social media</li><li>• Wide reach, can reach large number of people quickly</li><li>• Anonymous which can lead to more honest answers</li><li>• Quantitive date which is analyzed statistically</li></ul> | <ul style="list-style-type: none"><li>• Limited depth</li><li>• Bias- questions can influence responses</li><li>• Once a survey is distributing the researcher cannot add or rephrase questions</li><li>• Respondents could misinterpret a question lead to not accurate answers</li></ul> |
| <u>Interviews</u><br>(Dunbarry,2017)                                                    | <ul style="list-style-type: none"><li>• In depth answers, taking the surveys a step further</li><li>• Flexibility of changing the questions depending on the previous answers given and can ask to follow up questions</li></ul>                                                | <ul style="list-style-type: none"><li>• Time consuming</li><li>• Not anonymous answers so could be misleading and bias</li><li>• Data takes longer to analyze as its not</li></ul>                                                                                                         |

|                                                                           |                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                  |
|---------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                           | <ul style="list-style-type: none"> <li>• Body language and facial expressions can give additional response and cues</li> <li>• Personal connection can give more honest and open responses enhances the quality of data</li> </ul> | <div>Good!</div> <p>everyone gives the same answer</p>                                                                                                                                                                                           |
| <u>Observations</u><br>(Okumus, Rasoolimanesh & Jahani, 2023)<br>(B,2024) | <ul style="list-style-type: none"> <li>• Natural behaviour</li> <li>• Non-verbal data such as body language</li> <li>• Collect data instantly</li> <li>• Flexibility as when and where to do observation</li> </ul>                | <div>Good!</div> <ul style="list-style-type: none"> <li>• Time consuming</li> <li>• No control over situation as its natural</li> <li>• Ethical concern – observing people without them knowing</li> <li>• Complex analyzing the data</li> </ul> |

Overall to conclude, the researcher believes that survey are the best method to collect and analyze data easy and be able to reach wide number of people faster also the fact that it can be distributed online will enhance the data as the implied question of the research is regarding being ecofriendly and responsible decisions towards the environment.

Appendix 1- survey example

Excellent!

What age category do you fall under?

- ☐ Under 18
- ☐ 18-25
- ☐ 25-40
- ☐ 41-64
- ☐ 65+

What would you use train travel the most for?

- ☐ Work
- ☐ Education
- ☐ Socialize/visit friends' family
- ☐ Attend events

What factors influence your choice of transport to an event (Tick as many applicable)

- ☐ Cost
- ☐ Travel time
- ☐ Convenience
- ☐ Environmental impact
- ☐ Comfort

How likely are you to choose rail travel if it is promoted as an ecofriendly option?

- ☐ Very unlikely
- ☐ Unlikely
- ☐ Neutral
- ☐ Likely
- ☐ Very likely

How important is environmental impact when choosing mode of transportation

Not important 1 2 3 4 5 6 7 8 9 10 Very important

Would you be more likely to choose rail travel if it offered discounts for the event attendees?

- ☐ Yes
- ☐ No

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# Carys Davies Research study assignment 1

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## GRADEMARK REPORT

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FINAL GRADE

GENERAL COMMENTS

SJ

46/100

Thank you for your submission.

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

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PAGE 2

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### Comment 1

In future, in your academic work, whether it is essays or reports, justify your work (Ctrl J) and have 1.5 line spacing. Just reach out (to Scott) if you are unsure what I mean.



### Comment 2

Your introduction covers the key ways rail travel is important for tourism and events, but it could benefit from more specific examples or data to strengthen your points. The piece also doesn't explore the bigger picture of how the tourism and events industry has evolved, or why these factors are especially relevant today. You mention the sector's background, but providing more detail would help give the reader a clearer understanding of the context.



### Comment 3

When it comes to citing in this format. it should be formatted as followed;

Veal (2018) states that...



Add citation

Add citation

### ***Additional Comment***

Ensure to fully support your work. Where did you source this information from? This needs to be evidenced in your work as an in-text citation and then added to your reference list.

**Text Comment.** The research design is mentioned, but there's not enough explanation of why it's the best fit for the research question. While the type of design is specified, the strengths and limitations of this approach in relation to the study's goals aren't fully explored. The methods are listed, but the explanation could use more detail. For example, it mentions surveys and interviews but doesn't explain how they will be conducted or why they're a good match for the research topic. There's also limited information about the tools and instruments used, and how they'll be tested for reliability or validity isn't addressed.

PAGE 3

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### **Comment 4**

Ethical issues are mentioned, but the discussion feels a bit shallow. While important aspects like informed consent and participant rights are touched on, there's not enough detail on how these will be put into practice. Potential challenges or complexities related to ethical concerns are also not addressed.



QM

**Good example!**

QM

**Interesting!**

PAGE 4

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### **Comment 5**

ETC Corporate (2020)

QM

**Interesting!**



### **Comment 6**

Network (2023), Hinchcliffe (2024) and Gov.UK (2022)

QM

**Good!**

PAGE 5

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### **Comment 7**

is there evidence to support this? This would be ideal content to add to your Appendices if this was advertised on their website. It would give the reader context.



**Interesting!**



### Comment 8

The importance of the research is mentioned, but the explanation feels a bit surface-level. While it highlights the relevance of the study, it doesn't fully explain why this research is needed or how it addresses gaps in existing knowledge. Expanding on the broader context and significance of the research would help clarify why it matters.

As for the potential contributions, they're noted but not fully developed. It provides a general sense of how the research could benefit the field, but the explanation lacks specifics. Adding more concrete examples of how the research could advance knowledge or improve practices would make this section more engaging.

In addition, it would have been good if you were able to discuss the practical implications and how the findings might be applied. This was lacking sufficient depth.



**Good!**

PAGE 6

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**Good!**



### Comment 9

The description offers 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 manageable phases that make it easy to follow the research process. The milestones are realistic and achievable, and the deadlines are spaced out just right to allow enough time for each stage.



### Comment 10

The cost estimate covers general categories like conference and train tickets, but it's missing specific figures or more detailed estimates in some areas. While it touches on the main expenses, breaking down the costs further for each category would make the budget clearer and more accurate.



**Good!**

PAGE 7

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**Good!**



**Good!**

## GRADING FORM: RESEARCH METHODS ASSIGNMENT 1

CARYS DAVIES

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## 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.

6

## 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.*



Limited but adequate knowledge and critical understanding of the well-established concepts and principles within the subject area, with a few gaps in the selection of material. A narrow critical understanding of the main methods of enquiry.

**9**

## 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.*



Limited attempt at critical evaluation and analysis of concepts and principles, tending towards description.  
Some evidence to support arguments and judgements but these may be underdeveloped, with a little inconsistency / mis-interpretation or failure to fully recognise limits of knowledge.

**14**

## 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.*



An adequate awareness and mostly appropriate application of established methods, materials, tools and/or techniques.

Basic appreciation of the context of the application. Theoretical knowledge and understanding applied in practice, but not always making logical links between the two.

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

9

## 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.*



Communication medium is poorly designed and/or not suitable for the audience.

Work is poorly presented in a disjointed manner. It

8

is loosely, and at times incoherently, structured, with information and ideas often poorly expressed. Weak use of language and/or inappropriate style. Flawed approach to group work, meeting only partial obligations to others. Limited evidence of the skills for employment requiring the exercise of personal responsibility and decision-making.