

Assessment 1

by Riley Tippett

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Assignment 1 : Research Project Proposal

Introduction

Throughout the years the Tourism and Events sector has been growing at a fast rate, due to the help of rail travel. Rail travel offers an affordable, efficient and scenic way to travel to a destination. Rail travel is essential for successfully hosting large events by providing efficient, high-capacity transport for customers and organisers. Many economical and environmental advantages come with using rail travel as an option such as the fact that it reduces noise and air pollution due to carriages being able to hold multiple people at once (Northern Trains 2022). For events Trains are less likely to be delayed due to traffic, offering greater certainty for event planning and helping people arrive on time to the specific event.

Rail travel plays a significant role in the Tourism and Events sector, particularly for major festivals like Glastonbury Festival. As one of the largest and most renowned music festivals in the world, Glastonbury attracts over 200,000 visitors each year, and efficient transportation options are critical for managing the large crowds and ensuring a smooth attendee experience. When it comes to the ecology, rail travel is far superior to other forms of transportation. It is one of the most energy-efficient, transporting 8% of all passengers worldwide while using only 2% of the energy required for transportation. Rail is a crucial instrument for sustainable development since it also lowers carbon emissions (IEA 2019)

Beyond its positive effects on the environment, rail travel offers destinations a number of other advantages. By increasing visitor spending on establishments like hotels, restaurants, and attractions, especially during major events, it stimulates local economies. By improving access to remote areas and lowering economic disparities, improved rail connections can also promote regional development and generate jobs in the transportation, hospitality, and retail industries. From the standpoint of a tourist, rail travel is convenient because it provides direct routes and less traffic, which makes travel less stressful. The travel experience is further improved by scenic routes, which offer a distinct allure to travelers. Furthermore, rail travel and event attendance can be seamlessly combined with special event-focused services like discounted tickets or themed trains, which produce captivating, unforgettable experiences. Because of these benefits, rail travel is essential to both economic and sustainable development.

Research Methodology

In order to gather realistic and useful information for the project there will be a mix of both Research methodologies which are quantitative and qualitative. While qualitative approaches offer depth and context to comprehend human experiences, quantitative approaches offer statistical validity and conclusions that can be applied broadly. When combined, they improve context and reliability in research findings, particularly in difficult studies (Scribbr 2021). Mixed methods are very useful as they can provide two different perspectives of research. For finding out if rail travel is the best to use in order to get to a specific event, Quantitative is the key. In order to find quantitative data involving rail travel, the most useful way is looking at percentages and charts of the amount of people who use rail travel during the time of a big event.

Sampling is a very effective method of gaining data when you conduct research about a group of people, it's rarely possible to collect data from every person in that group. Instead, you select a sample. The sample is the group of individuals who will actually participate in the research. For major events like festivals, a stratified sampling approach might divide attendees by location or travel distance to study rail usage patterns and how rail companies could improve services or marketing to those groups.

This can be from looking at past surveys conducted and ticket sales during the time. For example, Quantitative data regarding transport to Glastonbury Festival shows that public transportation is widely used. The festival encourages sustainable travel, with significant numbers opting for train services to Castle Cary, the closest station. It is estimated that rail travel replaces over 30,000 car journeys during the event, contributing to its environmental goals. Additionally, National Express coaches run services from various UK locations, providing another alternative to driving. The festival also promotes park-and-ride services and cycling, aiming to reduce the festival's overall carbon footprint (RAC Glastonbury Festival, 2024).

In order for rail companies to convince people to choose rail travel as an eco-friendly and responsible transportation choice, Firstly they should highlight the environmental benefits of rail so that people feel better about the conditions the world is in if they choose rail travel, With fewer carbon emissions per passenger, rail travel is a far more environmentally friendly form of transportation than driving a car or flying. To increase public understanding of the environmental advantages of train travel and how it helps lower personal carbon footprints, rail firms can employ advertising and educational initiatives (UIC, 2020). It is important for rail businesses to highlight how economical and energy-efficient rail transit is. Trains use less energy than individual cars or aeroplanes, yet they can transport huge groups of people over vast distances. As the world's energy needs increase, energy-efficient options like rail can help cut down on total energy use, making it a sustainable option for the future (Thomson J, 2021).

According to the office of rail and road (ORR) There were 420 million journeys in the latest quarter from 1st of April to 30th of June 2024. This is a 7% increase on the 392 million journeys made in the same quarter in the previous year, 1st of April to 30th of June 2023. This shows that more and more people are using rail travel each year. This was done by conducting research on ticket sales throughout the UK to be able to find the total of passengers. Interesting!

When conducting surveys there are many ethical aspects that should be covered. The goal of the survey, how their information will be used, and their ability to withdraw at any moment must all be made clear to participants. Following the provision of thorough and understandable information, they must willingly consent to participate in the survey. To guarantee openness and respect for personal freedom, this is crucial (Creswell, 2014). Another main ethical consideration to put forward is the confidentiality of the person being surveyed. Researchers must protect the confidentiality of respondents by ensuring that their responses are kept private. If collecting personal data, steps must be taken to anonymize the data, ensuring that it cannot be traced back to individual respondents. Confidentiality helps in reducing the risk of harm and maintains trust in the research process (Babbie, 2010). Preventing participant harm is another ethical consideration. Researchers must make sure that participants in their study don't experience any emotional, psychological, or physical harm. For example, questions ought to be politely phrased, steering clear of subjects that might be unduly invasive or cause discomfort. By keeping questionnaires and interviews brief and considerate of participants' time, researchers can also lessen the strain on them. Extra precautions should be taken to anonymize data and safeguard identities when sensitive information is gathered. 5

For Qualitative data, Interviews or focus groups with rail industry professionals and event organizers should be set up in order to understand strategies to promote rail travel. Interviews with important stakeholders, such as event planners, rail industry specialists, and regular passengers, could be a qualitative method of investigating how train firms can market rail travel as an environmentally responsible choice. These discussions can provide information about perceptions, obstacles, and chances to promote rail travel. Additionally, Interesting! focus groups could be employed to collect in-depth input on how sustainability affects travel choices and assess public opinion. Thematic analysis of the replies would reveal recurring themes and offer a more thorough comprehension of the elements that support or undermine train travel for important occasions (Cryman, 2016). Good! Statistical analysis would be very useful for research, for example Analysing survey data using statistical tools, paying particular attention to trends and patterns in the ways that various groups react to incentives for environmentally responsible travel. Determine the proportion of individuals who favour rail travel because of environmental concerns, for instance, and divide this data by age, income, and type of event. 6

Significance of Study

The significance of the research undertaken can contribute to the field due to many reasons, First of all finding out about the importance of surveys is key due to public opinion. Surveys are an effective method for gathering data on rail travel, particularly when seeking to understand passenger preferences, attitudes, and behaviours toward eco-friendly transportation options. Surveys can also produce quantitative data such as the proportion of respondents who would select rail for environmental reasons or the main determinants of their choice (e.g., cost, convenience, environmental concerns). In order to make data-driven decisions, businesses and policymakers need to have these quantifiable insights. Concrete evidence regarding the environmental advantages of rail travel for major events may be provided by this study. Measurement and communication of the concrete environmental impact of rail as a more sustainable mode of transportation could be facilitated by gathering data on the carbon savings from rail use in comparison to driving and flying. By making sustainability in the transportation sector more available, this research component would help businesses and event planners in making more informed decisions regarding sustainability objectives (Steer Davies Gleave, 2011)



Large-scale gatherings such as conferences, sporting events, and festivals present a special chance to impact sizable populations. The usefulness of targeted rail promotions in changing travel habits may be investigated in this study. It might, for example, look at how particular incentives, such as sales or environmental awareness initiatives, affect the choices made by tourists. This would offer fresh insights into how to create event-driven marketing campaigns that encourage eco-friendly travel options.

Encouraging rail use at major events will require marketing campaigns to increase public awareness about the eco-friendly benefits of rail travel. These campaigns involve costs related to advertising, outreach, and customer education. Rail companies may also need to offer incentives, such as discounted tickets or loyalty programs, to make rail travel more appealing compared to other modes of transport (Gratton et al., 2006).

Timeline and budget was a requirement for this task.

Conclusion

Using mixed methods in this research enables a more comprehensive analysis by combining both qualitative and quantitative approaches. The qualitative data offers rich, in-depth insights into individuals' perceptions and motivations, which are essential for understanding the nuances of travel choices. On the other hand, quantitative data allows for measurable trends, offering broader generalizations that

can validate findings. However, the combination of both methods can be resource-intensive and time-consuming, requiring expertise in analyzing different types of data. Despite these challenges, the benefits of mixed methods, such as a more understanding of the issue, outweigh the drawbacks. (GOV 2024)

Furthermore, a more thorough examination of secondary data sources, like government transportation reports or environmental impact studies, might have provided stronger proof to back up conclusions. Analyzing quantitative data with sophisticated statistical tools would have improved reliability and allowed for more subtle insights. Additionally, the research design might have been strengthened by using pilot studies to improve survey questions or longitudinal studies to track trends over time, which would have increased the validity and usefulness of the findings.

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Assesment 1

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

SJ

37 / 100

Thank you for your submission.

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

PAGE 1



Good!



Interesting!



Good!



Comment 1

Your introduction does a great job of clearly setting the stage for the discussion on the role of rail travel in tourism and events. It effectively highlights rail travel as a key factor in hosting large events, emphasising its accessibility, efficiency, and environmental benefits. The focus on how rail travel helps move large crowds smoothly is an important point that connects well to the broader topic. Suggesting the inclusion of background information about the sector and specific events is a smart move, as it adds valuable context to your argument. You also do a great job of pointing out the additional benefits rail travel brings to a destination. This really strengthens your argument and gives a well-rounded perspective on the topic.

PAGE 2



Add citation

Add citation



Please elaborate!

Please elaborate!



Comment 2

The research design is mentioned, but there isn't enough explanation of why it's the best choice for the research question. While the type of design (e.g., qualitative or quantitative) is specified, the strengths and limitations of this approach in relation to the study's goals aren't fully explored.



Comment 3

The sampling strategy is mentioned, but there isn't enough detail to assess whether it's the right approach. The reasoning behind these choices isn't clearly explained, and there's little discussion on how the sample size is determined.



Interesting!



Comment 4

This should be added to your introduction, or even better, the significance of the study section. This section should all be about the research design, data collection methods, sampling and ethical considerations.

PAGE 3



Interesting!



Comment 5

Ethical concerns are clearly addressed, focusing on protecting participants' rights and ensuring the integrity of the data. This section covers key ethical aspects, such as informed consent, confidentiality, anonymity, and how potential risks to participants will be managed.



Interesting!



Comment 6

Will focus groups be employed? The data collection methods need to be specified.



Good!

PAGE 4



Comment 7

The importance of the research is mentioned, but the explanation feels a bit superficial. While it highlights the relevance of the study, it doesn't fully explain why the research is necessary or how it fills gaps in existing knowledge. Expanding on the broader context and significance would provide a clearer understanding of why this research matters.



Comment 8

The potential contributions are mentioned, but they're not fully developed. It gives 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 compelling.

Text Comment. Timeline and budget was a requirement for this task.

PAGE 5



Comment 9

A minimum of 20 references was required for this task.

PAGE 6

GRADING FORM: RESEARCH METHODS ASSIGNMENT 1

RILEY TIPPETT

37

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.



Poor engagement with essential reading. No evidence of wider reading. Reliance on inappropriate sources, and/or indiscriminate use of sources. Heavily reliant on information gained through class contact. Inconsistent and weak use of referencing.

2

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.

8

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.

8

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.

5

Work is poorly presented in a disjointed manner. It 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.