

Research Project Proposal

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Research Project Proposal

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Research Methods and Field Study

Scott James

Word count: 1930

Introduction

Justify your work (Ctrl J) throughout and ensure there is 1.5 line spacing. This will enhance the professionalism of your work.

Rail travel is one of many infrastructures and effective way of travel to other destinations in which it has immense importance, and it has a significant role in tourism and events sectors. It has a lot of advantages to travelling by train, it is more environmentally friendly, it has less pollution and noise, it can also save money since comparing the train and the car, people pay more for the fuel and the prices of the tickets are cheaper. Northern (2024) Rail travel is essential for the events sector because it makes it accessible for the attendees to get to the event, and because travelling by train is cost efficient, more people are willing to get to the destination. It can be also convenient for the organizers because it allows them to have easy access because train stations are usually centrally located. Furthermore, it can boost the destination by having economic benefits by supporting the local businesses because the tourists explore the areas and can bring the income to the local restaurants or services. Thraenhart, Dr.J. (2024) 

Research Methodology

Research design refers to a detailed plan, meaning how the information will be gathered and analyzed to answer the research question.  This will help to decide which method to use and which data to collect and analyze. An effective research design guarantees that the study is methodically organized and that the data is trustworthy. Research design can be an indication of the researcher's ideas,  meaning it can help prohibit frustration by providing a structured plan that connects all the key components of the study, showing how it works together to address the research questions. Asenahabi, B.M. (2019) This will help to get a better understanding of which method to use and analyze the researcher's question for the research by having an effective methodological way. For the research design, descriptive  research design will be undertaken, it is one of the common models to use for researchers. Descriptive research is the type of study that can help carefully and clearly describe a situation, event, or a group. This research is about describing the characteristics or phenomenon without changing anything or testing ideas. Both research methods can be used, which is the quantitative and qualitative, in which surveys can be used, observations or case studies and that can include numbers or descriptions to collect the information. Heath, C (2023).

Research methods are organized techniques in which they are used to gain and analyze information for a specific topic. It is a process in which the researcher will plan in the study so it can achieve aims and goals by using research tools. This process includes all key components of research, such as data collection, data analysis methods and framework guiding research. Sreekumar, D. (2023) They can also be assigned into three main categories which are quantitative, qualitative, and mixed methods.

Quantitative research methods include numerical data to find trends, and this would help with identifying patterns, and it can be used to test hypotheses. In which the researcher can use surveys, structured observations or experiments and much more to collect the data. This can help to get information by having the statistics summarizing it. The qualitative method on the other hand is non-numerical research in which to understand the concepts, experiences or opinions. It focuses more on deeper insights into the topic. This could help if the person wanted to look into people's perceptions or experiences by using different types of non-numerical methods, for instance interviews, focus groups or case studies and more. McLeod, S (2023)

Although, mixed method research will be used because it combines both qualitative and quantitative methods in which it can gain full understanding of the research. Mixed methods are ideally suited for exploring complex phenomena and situations in which it can offer a deeper understanding compared to using a single method. This can be a valuable tool because it can give strengths of having both quantitative and qualitative approaches. Kajamaa, Mattick and Croix (2020) According to Greene, Caracelli, and Graham (1989), the purpose of using mixed research includes triangulation, meaning it involves both methods to get findings from different perspectives. This can help to get a more reliable understanding by combining the data. Also, it has been said that this can help to develop, for instance qualitative findings can help with development of a survey used in quantitative phase of research. For this method surveys will be used also, questionnaires and case studies because it can collect data from many people, and the researcher can get into depth when it is going to come to case studies because people can understand the issue more.

Sampling will be taken into consideration, and this means research by choosing a smaller group of people or gaining data from a larger population. There are two types of sampling, and the first one is probability sampling in which each person has an equal chance, and these methods can ensure that the sample is representative of the population. There are multiple types of probability sampling, in which they are systematic sampling, random sampling, stratified sampling and cluster sampling. In this case, the person asking questions would choose random sampling because it can be shown that every person can be selected. The second sampling is non-probability sampling, and it also has multiple samplings, including quota, purposive, self-selection and snowball sampling. Overall, the researcher would be using probability sampling rather than non-probability because the second sampling is not random, and it is better to choose everyone because everyone is having a chance of being selected in which it would reflect diversity.

Evidence?

It is important to be aware of ethical considerations to ensure that the research is conducted responsibly and respectfully. This involves treating all of the participants with respect, protecting their privacy and ensuring they are fully informed about the nature of the research. Efforts will be made to minimize harm, both physical and emotional, to participants. Through the research, there will be no discrimination, and all participants will be treated fairly.

More depth required!



Significance of the study

The significance of this study is showing that the research matters and all the different research methods because it gains knowledge on how to do a research design and acquires more knowledge into the field. The importance of research is to find gaps in knowledge and certain topics can be addressed when there are problems. For instance, according to an Ipsos article two in five people in Britain think that railways are not good value for their money. Also, it has been said that the rail services cannot be relied on, and 37% and 22% of people agreed with that. People have rated 40% that the quality of services in the railway as poor, which cannot be a good reputation for the railways in the UK. Copp, L. (2024) However, in the tourism industry the services and innovations are always improving, and the railways have helped some people commute from France to work in England. In which this can help with the events considering the railways always want to

Interesting!

improve, for instance with the Wi-Fi performance, punctuality, information that provides about disruption etc. Kessell, C. (2024) Railways are helpful for large events not just also because it will continue to improve but there is a project called 'Event Interesting!' is a helpful tool for attendees to have on their smartphones and it can show people their routes and live travel updates, in which this can prevent overcrowding and it provides the visitors with timings and valuable data. In which this shows there can be tools to help with events linked with railways and it can also improve efficiency, and it creates an opportunity to help the environment. By understanding the timing and capacity needs, it allows people to use the trains more efficiently, and by reducing unnecessary trips and cutting down on the carbon footprint of event attendees by offering better travel options. This tool can be very helpful in the field because everyone uses their smartphones on the daily basis, and it can enhance communication, meaning it can provide attendees with an easy access of the schedule, locations, the event details and people would be less confused with the navigation. Ukri.org. (2024) When it comes to events it is also important to know what the railways do to help the visitors because events play a big part with railways and how they manage. In which, transport for Wales prepare before large events such as Rugby Six Nations match, because there are going to be crowds of attendees, and they prepare by having more staff and volunteers to help their customers because they want to keep everyone safe, they also work closely with their partners for instance the British Transport Police and local council so they can monitor the number of passengers, so everyone is secure and safe. Tfw.wales. (2024)

Timeline and Budget

During this month, the first week which will start from the 18th of November will be about defining research Good! tions, the objectives and hypotheses, in which it will be carried out over 1 to 3 days. From day 4 to 7, it will be established the background and identify any gaps, also during those days the research methodology will be finalised. From week 2, the methods will be identified in which the surveys and questions will be used, then the tools for the research will develop, meaning what questions in the surveys or the guide for the interview. Around the 3rd week the potential participants will be identified, in which the

schedules for the interviews will be arranged. That is one of the key milestones because the research design is organised. After that the data can start to gather, in which it can be monitored. Around the 5th week the data collection can be done, in which afterwards it can be analyzed and after Good! everything has been gathered the data can be written up and reflected in the whole process. The budget for this project can be for transportation, for example by train or car to see certain participants, which can cost up to £10 or £20. The equipment can also cost, such as paper, or printing some surveys.



Conclusions and Limitations

The strengths of descriptive research can be that multiple types of data can be used in which is quantitative and qualitative. This can help to find information quite easily. However, the questions in a survey must be well structured because otherwise the study might not look trustworthy. Good! Qualtrics. (n.d.) Mixed method research has multiple benefits and one of them is that it can provide open and closed-ended questions, meaning it can give a wider range of questions to the participants. It is also well known to researchers, and it combines the strengths of two designs in which it allows to get a wider perspective. But also, it has its weaknesses it can take a lot of effort to study the topic using two different methods. Terrell, S. (2012). The limitation of mixed research method is the longer time required to complete the entire study, including in the phased approaches. Hansen et al., (2016) This should be discussed during the early Good! stages when collecting the data and analysing it and also when studying the results because it can be time consuming. Whitley, G.A, et al., (2020) There are multiple types of limitations in research in which it can be methodological meaning it can be the 'diversity of the data' or it can be ethical because the access can be limited or consent. www.aje.com (2023)

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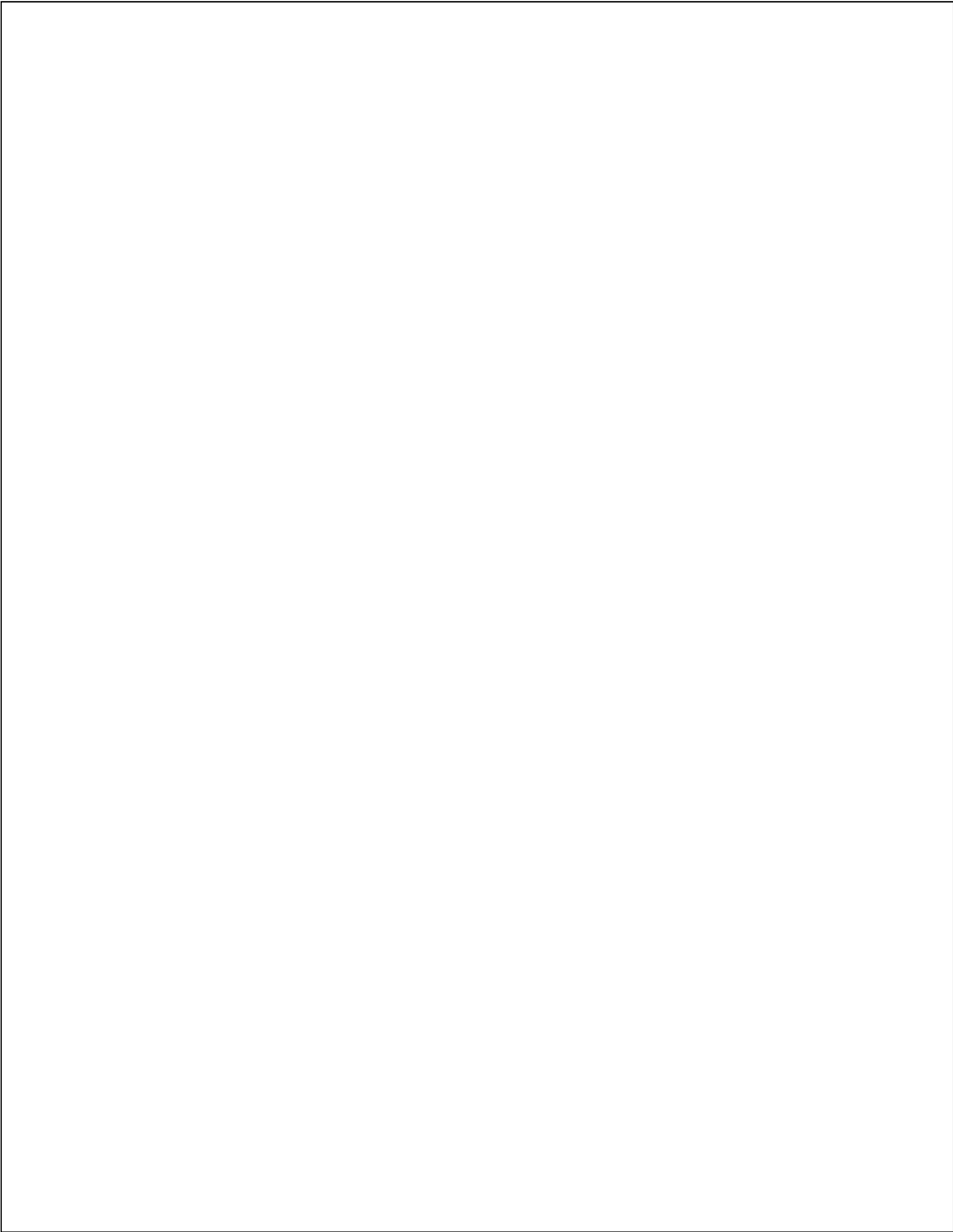
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Research Project Proposal

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

SJ

41 / 100

Thank you for your submission.

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

PAGE 1

PAGE 2

Text Comment. Justify your work (Ctrl J) throughout and ensure there is 1.5 line spacing. This will enhance the professionalism of your work.



Comment 1

Your introduction highlights the key ways rail travel supports tourism and events, but it would be stronger with more specific examples or data to back up your points. You mention that rail travel plays a role in hosting large events, but don't fully explain why it's a better option compared to other forms of transportation. The idea of boosting the local economy is touched on, but it could use more detail to really explain its significance. The piece doesn't go into much depth about how the tourism and events industry has changed over time, or why these factors matter more than ever now. You mention the sector's background, but adding more detail would help the reader better understand the context and the bigger picture.



Add citation

Add citation



Comment 2

Ensure that you fully cite your work. Where did you source this information from? This needs to be added to your work as an in-text

citation and then to your reference list at the end.



Good!

Additional Comment

Although more emphasis on why you have chosen Descriptive Research would have been good here.

PAGE 3



Interesting!



Good!



Comment 3

You go into good detail about the mixed methods, but it would have been good to see more detail on the particular research methods you will use for this research (e.g. interviews, surveys, questionnaire's).

PAGE 4



Evidence?

Evidence?



More depth required!

More depth required!



Comment 4

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

Data Collection Methods: The methods are listed, but the explanation lacks depth. For example, you mention some of the methods that you will utilise, but doesn't explain how these will be conducted or why they're particularly well-suited to the research topic. There's also limited information about the tools and instruments being used, and how their reliability and validity will be tested isn't addressed.

Sampling: The sampling strategy is mentioned, but it's not detailed enough to assess whether it's appropriate. While the target population and sampling technique are identified, the reasoning behind these choices isn't clearly explained, and there's little discussion of how the sample size is determined.

Ethical Considerations: Ethical issues are acknowledged, but the discussion feels a bit superficial. Key aspects like informed consent, confidentiality, and participant rights should be discussed in a lot more depth. Potential challenges or complexities related to ethical concerns aren't addressed.

QM

Interesting!

PAGE 5



Comment 5

Ensure to split your work into paragraph. This will improve the readability and professionalism of your work.

QM

Interesting!



Comment 6

Importance of the Research: The importance of the research is acknowledged, but the explanation is undeveloped. While the relevance of the study is mentioned, 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 would help paint a clearer picture of why this research matters.

Potential Contributions: The potential contributions are noted, but they aren't fully developed. It gives a general sense of how the research could benefit the field, but lacks specific examples. Providing more concrete details on how the research could advance knowledge or improve practices would make this section more engaging.

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

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 potential impact, it doesn't go into detail about how the findings would be applied or what specific changes they could bring about.



Good!



Comment 7

There is some good detail here. You were able to utilise a Gantt Chart. This would have provided better viewability for the reader on what your plans will be like.

PAGE 6



Good!



Comment 8

Research Schedule: The description provides a basic schedule with some milestones and deadlines, but it could use more detail in a few areas. While the main stages are outlined, the timeline would be more helpful with clearer task breakdowns and more specific details. Some milestones are a bit vague, and the deadlines could be better aligned with the scope of each project phase.

Cost Estimate: The cost estimate includes general categories like materials and personnel, but it's missing specific figures or more detailed estimates in some areas. While it covers the main expenses, breaking down the costs further for each category would make the budget clearer and more accurate.



Good!

GRADING FORM: RESEARCH METHODS ASSIGNMENT 1

WIKTORIA KUCIARSKA

41

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 a limited range of mostly relevant and credible sources. Some omissions and minor errors.

Referencing conventions evident though not always applied accurately or consistently.

4

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.

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.

Work is poorly presented in a disjointed manner. It

6

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.