

ELEMENT 1: RESEARCH PROJECT - PROPOSAL

Worked Example • Tourism & Events

ELEMENT 1 STRUCTURE • 2,500 WORDS / 20%

Research Problem & Objectives - 250 words
Research Questions - 250 words
Proposed Methodology - 1,000 words
Preliminary Literature Review - 1,000 words
Due: Friday 13 November 2026, 23:59

1. RESEARCH PROBLEM & OBJECTIVES

- Problem: music festivals increasingly use social media to promote events, but what actually influences young adults' attendance decisions?
- Aim: investigate how social media influences young adults' decisions to attend music festivals.
- Objective 1: identify which social media platforms are most influential.
- Objective 2: explore which types of festival content affect interest and intention to attend.
- Objective 3: examine the role of reviews, influencers and user-generated content.

3. PROPOSED METHODOLOGY

- Approach: quantitative study using an online questionnaire.
- Participants: young adults aged 18+ who have attended, or considered attending, a music festival.
- Sampling: suitable non-probability sampling such as convenience sampling.
- Analysis: descriptive statistics, charts and comparisons between responses.
- Ethics: informed consent, anonymity, voluntary participation and secure data handling.

HOW DOES SOCIAL MEDIA INFLUENCE YOUNG ADULTS' DECISIONS TO ATTEND MUSIC FESTIVALS?

Research Project - Proposal Example

2. RESEARCH QUESTIONS

- RQ1: Which social media platforms most influence young adults when considering music festivals?
- RQ2: What types of social media content have the greatest influence on attendance decisions?
- RQ3: How do online reviews, influencers and posts from other attendees affect perceptions of a festival?
- Keep questions focused, answerable and directly linked to the aim and objectives.

4. PRELIMINARY LITERATURE REVIEW

- Theme 1: social media marketing within tourism and events.
- Theme 2: consumer decision-making and event attendance motivation.
- Theme 3: electronic word-of-mouth, online reviews and user-generated content.
- Theme 4: influencer marketing and trust/authenticity.
- Compare academic perspectives, identify debates or gaps, and show how literature provides a foundation for the study.

5. FEASIBILITY & PROPOSAL CHECK

- Can enough suitable participants be accessed within the project timeframe?
- Is the questionnaire manageable and clearly linked to the research questions?
- Can the project be completed ethically after approval?
- Are there enough contemporary academic sources to support the literature review?
- Does the proposal explain WHY the chosen methods are appropriate, not simply WHAT will be done?