



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales



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BA International Hotel Management

Placement Research
Project
[BMIH6006/8]

Week 4

Session Focus : Project
Report - Final

Sections: Data Collection

Analysis -Writing up Results
Conclusions /
Recommendations

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Before we start

As there are quite a few of us here, please ensure that your microphone is muted during all teaching until you are asked a question or there is a group discussion to prevent background noise.

You should attend every class and have a private space to work so that you can concentrate fully on the lesson.

You should not be at work, shopping, driving or caring for children.

Your camera must be always on during lectures please. -Use the Teams university background to protect your privacy.

YOU must join via a laptop or PC/MAC—No attendance permitted on phones or tablets

You will be removed from the session and logged as absent if you fail to adhere to these criteria.

This and all sessions will be recorded so that you can watch it again

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Why is this important?

- This is a Full Time University course and as such the University definitions of engagement and decorum apply as they would in a physical classroom.
- Your Cameras must remain 'On' for the duration of the session in order to ensure equal engagement and for your lecturers to observe your full attendance of the session which is a condition for student loans/maintenance to be authorised.
- You should be using a **desktop or laptop device** with a camera, speakers and a microphone so that you will be able to engage in the session on equal footing with your classmates.
- You will be asked to share your screen and “present” your work, access documents, engage in writing activities use websites and create presentations which are either difficult or impossible on a phone.

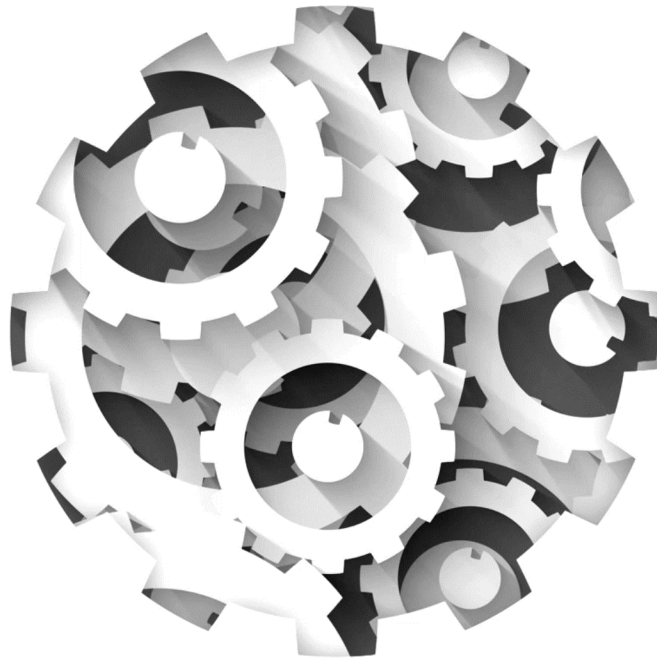
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Outcomes of the session



- Data Collection + Analysis Recap
- Writing up Results
- Conclusions / Recommendations
- Recap.
- Assignment

Data Collection and Analysis



Data Collection and Analysis

Actions to take following the collection of data :

Data Collected via- either / or

- **Quantitative data (questionnaires),**
- **Qualitative data (interviews)**
- To become meaningful, raw data must be summarised *before* analysis or interpretation.
- Consider how you are going to *organise & summarise* the data to allow you to interpret/analyse it?

Quantitative Data (NUMBERS)

Examples of analysis / interpretation
*(for information collected via
Questionnaires)*

- Manual Tallies / Frequencies
- Computer Analysis (Excel / Google Forms / Survey Monkey....)
- Independently Created Graphs...(Pie / Bar...)

Quantitative methods - Using Excel (?)

*Inputs on Excel will generate output –
Graphs /*

Tables...

DATA INPUT

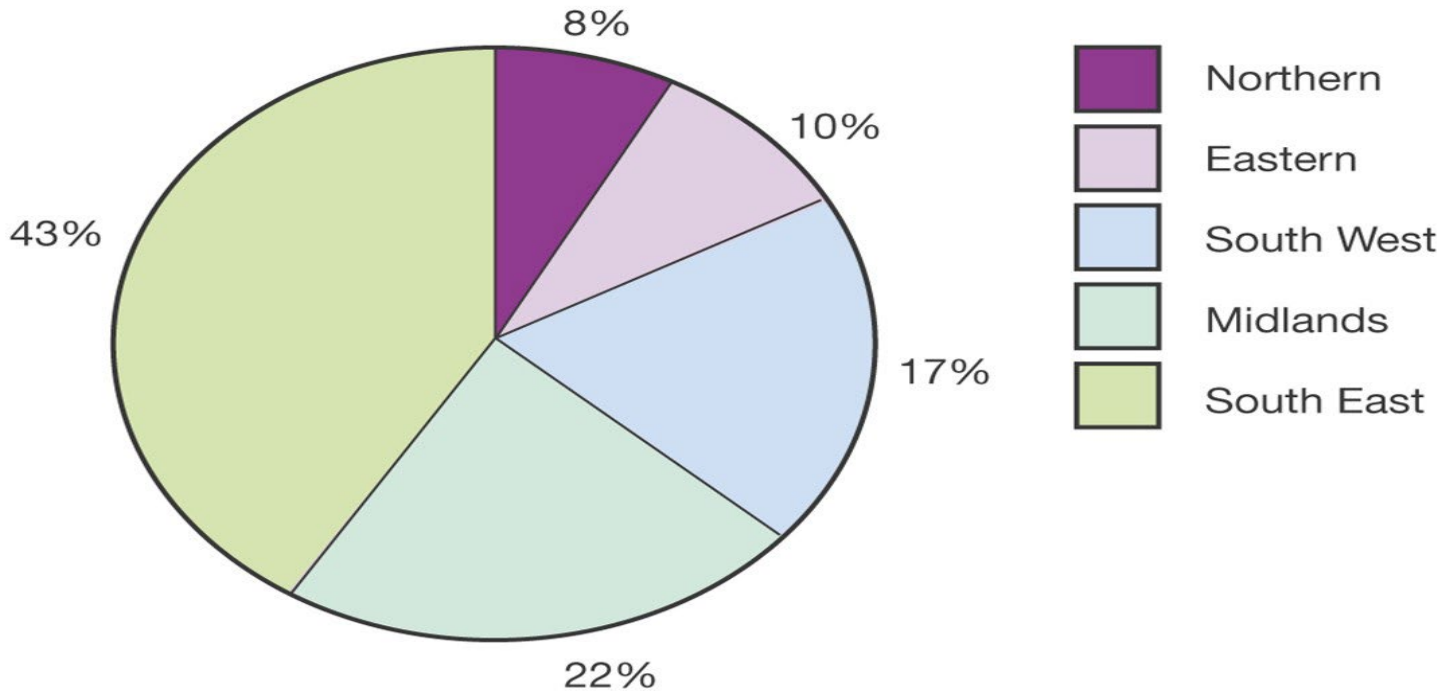
- Variables – Questions / Groups...
- Type of data
- Labels
- Value labels

• DATA ANALYSIS

- Data Analysis
- Descriptive Statistics
- Frequency Tables
- Count
- Percentages
- Averages
- Graphs
- Data Synthesis

MNS Ltd: breakdown of sales by region 2004-5

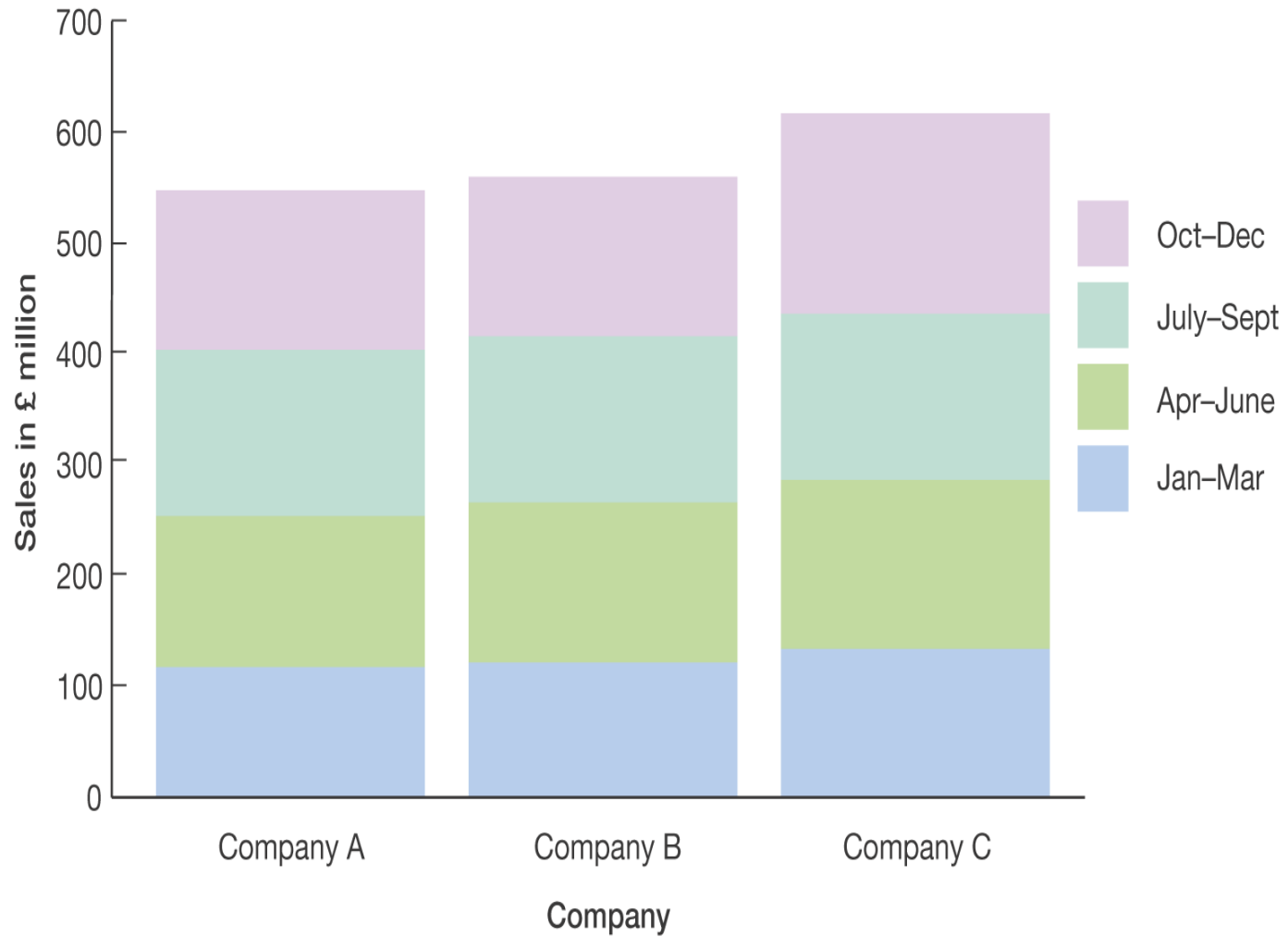
Source: Sales returns



Total sales = £17.2 million

Sales for 2005

Source: Audited company annual accounts



Qualitative Data (Rich Data)

Examples of analysis / interpretation
(for information collected via Interviews)

- **Mainly verbal data**
- **Descriptive data**
- **Interview led**
- **Exploratory**

***‘Qualitative research is empirical research
where the data is not in the form of
numbers’***

(Punch, 2000:3)

Qualitative Data (word – rich data) Examples

- Include transcripts of interviewee responses that you can discuss as part of research ‘themes’
- Discussion Points from data collection :
 - **Highlight key words or phrases in different, meaningful colours to identify the themes.**
 - **Create a Matrix Table for the responses to questions**

Using MATRIX Analysis

Objective 1	Question 1	Question 2	Question 3	Question 4
Interview 1	<i>Comments & key points made</i>	<i>Comments & key points made</i>	<i>Comments & key points made</i>	<i>Comments & key points made</i>
Interview 2	<i>Comments & key points made</i>	<i>Comments & key points made</i>	<i>Comments & key points made</i>	<i>Comments & key points made</i>
Summary	Summary of critical and most common points made	Summary of critical and most common points made	Summary of critical and most common points made	Summary of critical and most common points made

Qualitative Methods- Data Analysis

- Set up Matrix interview/Question Numbers
- Summarise interviews into key points
- Input key points into matrix
- Highlight any significant quotes – comments made by interviewee
- For each question look for interesting themes or issues
- Make a summary list of common issues for each question

For any further
details please
review the
'Research Data
Management
Policy'



Research Data
Management Policy

Any Questions?



Writing up the Results, Conclusions and Recommendations



Writing-Up Results.

- Present results clearly – eg; by objectives or themes (e.g. current perceptions: contemporary problems: future needs).
- **Relate to Literature** - - What did you find in the Lit Rev...how does your primary data compare to what you read about!
- Avoid presenting results question by question
- Introduce each theme by relating it to your stated objectives

Making Conclusions and Recommendations.

- Summarise key results
- Summarise how key results link with the literature & theory that was discussed in section 1 (Intro) and section 2 (Lit Rev).
- Could again relate to Aims / Objectives
- Summarise implications of key results – impacts on the case study.
- Make recommendations (Concluding on point, then forwarding a Recommendation).

Conclusions Continued...

- Strengths and weaknesses of your research? If you were to repeat the project / study again, what changes would you make? Could there be any improvements you would make?
- What are the *benefits* of the research and *who* will *benefit* (impact on Swansea Marriott also wider benefits)?
- How might your work be used or extended by others (*possible implementation of your findings / conclusions / recommendations at Swansea Marriott and other Marriott Hotels*)?

What is the difference between 'Results' and 'Conclusions'?

(Saunders et al, 2007)

RESULTS

What I found out.

CONCLUSIONS

What judgements I have formed as a result of what I found out

- *NB: Based on what you found out, what recommendations would you forward to aid / benefit the case study (Marriott)*

End of the Report – Final Words...

- At the end of the report, ensure to ‘round off’ the project (include a final paragraph) - - it could provide a personal overview of the project (Reflection) and / or some brief ideas as to ‘Directions for Future Research’...
- **Also** ensure to include a : Full Reference List + Appendix Material. *(See handbook for all required sections / inclusions).*

• **REPORT CONTENT STRUCTURE:**

- Please refer to the handbook for report structure guidance.....
- *NB: As a general guide – please consider the following with regards to word count: (Approx)*

Introduction – 1,000 Words

Literature Review – 2,500 Words

Research Methods – 1,000 Words

Results – 2,000 Words

Conclusions / Recommendations – 1,000 Words

Reference List – Min of 30x Refs!!!

Any Questions?



Assessment Deadlines:

Hand out Date:	Week of 24th April 2023	Submission Deadline:	12th of June 2023
Draft deadline:	5th of June 2023, 23H55	Return date of provisional marks & written feedback:	7th of July 2023

Academic Support

InfoSkills

- Finding and using information
- Referencing and plagiarism

infoskills@uwtsd.ac.uk

Study skills support is available to all University of Wales Trinity Saint David students who need assistance with their studies.

- Academic writing
- Avoiding plagiarism
- Critical thinking
- Exam revision
- Planning and organisation
- Presentation skills
- Referencing
- Researching

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Monday May 22nd INDUSTRY DAY!

*****Attendance is mandatory and will be monitored*****

What?

UWTSD Hospitality Conference

Where?

UWTSD SA1 Campus, IQ Building 9.30AM – 3.30PM
(Online 10AM – 2.30PM)

For those outside of Wales a link will be provided.
However, feel free to join us in person if you can.

- Hear from Industry experts from all over the UK
- Network with Industry leaders
- Find out about recruitment opportunities from employers from all over the UK.
- Meet your lecturers
- Meet other students



Next Week!

- Industry Week
- Contact your placement supervisor.
- Begin to conduct your primary research.
- Make a start on your assignment

Any Questions?





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I look forward to seeing
you next week.

If you have any
questions in the
meantime, please send
an email from your
student account

I.blake@uwtsd.ac.uk

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