
Dissertation M3X9083

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Compendium of Research Proposals 2014-2015

- 1.** Money Laundering
- 2.** Effective Trade Shows
- 3.** Glass Ceiling Theory
- 4.** Urban Versus Rural Attractions
- 5.** Female Participation WRU
- 6.** Environmental Impacts of Mega Sporting Events
- 7.** Tesco's Loyalty Schemes

Money Laundering and Its Effect on Banks within the United Kingdom

Research Proposal

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Rationale

The subject area that is going to be investigated is that of Money laundering and how it affects banks throughout the United Kingdom (UK) , also how effective Financial Action Task Force has been. The following shows reasoning for the area of research due to problems that still remain.

In recent headlines sources have said that the FATF (Financial Action Task Force) are becoming increasingly concerned about legal actions that have been taken out by foreign nationals in London, who have huge sources of earnings. Also exercises that have been carried out on UK banks by the FATF show that several large named banks are breaching guidelines in particular those of high interest. (Armitage, 2014)

The problem with banks and money laundering is not only visible within the UK, it is also a concern within America, US authorities suggested that the company Standard Chartered will face fresh fines from the authorities after they breached money laundering rules. This is not the first time that this problem has arrived within Standard Chartered, two years ago they were fined \$667m (£396m) for scheming with Iran to hide billions of pounds (Treanor, 2012).

Background of Money Laundering

Money Laundering has been present throughout history as people have always looked in to different ways of hiding their wealth. Money laundering in the UK means the exchanging of money or assets that were obtained illegally for possessions that are "clean". Money laundering can be defined as “ a

criminalisation aimed at disrupting the co-operation provided by third persons in hiding the proceeds from crime and giving those proceeds a legitimate appearance (Stessens, 2000)

The law that covers the United Kingdom at the moment is that of The Money Laundering regulations, which were brought in December 2007, they ensure that all businesses have put in place suitable controls to prevent this crime.

Money laundering has regularly been overlooked in recent years due to insider dealing and the lack of regulatory enforcement; however in today's society it is increasingly more difficult to keep things hidden from the press and media due to its increased importance. Peter Reuter describes money laundering as "the conversion of criminal incomes into assets that cannot be tracked back to an underlying crime" (Reuter, 2004).

EU and UK Law on Money Laundering and The Creation of the Financial Action Task Force

In 1984 the Police and Criminal Evidence Act was passed and with it a huge transformation within the Banking industry as their privacy of their banking records became invaded. (Levi, 2014)

Due to an increase in concern of money laundering the FATF were created during the G7 summit in Paris in 1989. The G7 states identified the threat focussed on the banking system and commissioned the FATF with the responsibility of examining Money laundering techniques and trends and then to set out measures to combat it.

International action to tackle money laundering began during the UN treaties after the banning of the trafficking of illicit substances. After the G7 summit in Paris during 1989, the FATF () were formed with the sole purpose of developing international policies to combat money laundering. In 1990 the FATF published their first 40 recommendations on Money Laundering, these were incorporated into the 1991 money laundering directives. The directive was implemented in UK Law via the Criminal Justice Act 1993 and the Money Laundering Regulations 1993. (Anon., 2008)

The FATF during 2001 put forward amendments to their recommendations by passing their Second Money Laundering Directive, this second directive extended anti-money laundering obligations to professionals such as accountants and auditors. The second directive soon became incorporated into UK Law via the Proceeds of Crime Act 2002 and the Money Laundering Regulations 2003.

During 2005 the European Commission adopted a Third Money Laundering Directive which held vital changes which extended on the client due diligence checks. This Directive was implemented via the Money Laundering Regulations 2007 and amendments to the Proceeds of Crime Act 2002.

In February 2012 the FATF completed a thorough review of its standards and recommendations which were intended to strengthen global safeguards as well as protect the integrity of the financial system by giving governments stronger tools to take action against financial crimes. (Anon., 2014)

Process of money laundering

The FATF describe money laundering as a three stage process:

Placement: This is the process of introducing large amounts of cash, obtained from crime, into the banking and financial systems.

Layering: This can take a variety of forms however the sole purpose will remain the same. The main role is to "Obscure the criminal origin of the money and, as far as possible, to distance the funds and the beneficial owner of those funds from their source, therefore making it difficult for an investigator to trace the funds back to a source". (Bastable & Yeo, 2011)

Integration: The final stage involves the process of money laundering by moving the "clean" funds into financial institutions. From here the criminal/s can use the funds freely.

These stages do not always happen in the same order; they can be separate or even occur simultaneously as well as overlapping. Doug Hopton describes how it "depends on the facilities of the launderer, the requirements of the criminals, and on the robustness, or otherwise, of the regulatory and legal requirements linked to the effectiveness of the monitoring systems of the financial or regulated sector" (Hopton, 2012).

Current Problems with Money Laundering

According to a variety of sources there is a massive problem within Britain and its laws on money laundering. Tom Costello wrote that "Britain is still the money laundering capital of the world" (Costello, 2012). This is supported through a variety of people as well as facts.

Britain's largest bank, HSBC, in 2012 were criticised for having poor money laundering controls which led to it paying US authorities \$1.9bn (£1.2bn) which is the largest paid out in such a case (Peston, 2012).

Money laundering is also a problem within politics. A former Ukip MEP has recently (July 2014) been charged with misconduct in public office after an inquiry expense claims (Anon., 2014).

It is not only politicians, Recent reports and claims made by the Guardian say that through a study they gained information that up to a third of banks were willing to dismiss serious allegations of corruption made repeatedly, whereas others have claimed to have run extensive money-laundering checks and still have failed to spot allegations of criminality (Bowers, 2011)

Aims and Objectives

The key aim of this dissertation is to identify the extent of money laundering within the UK and the effectiveness of rules and regulations on combatting money laundering and the need for further measures to be put in place.

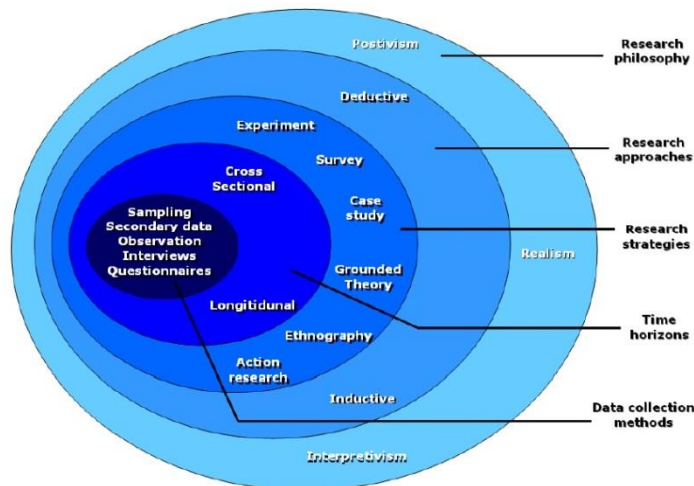
- To identify what financial regulations and laws have been put in place to ensure money laundering is stopped in Britain.
- Analysing the effectiveness of organisation's such as the FATF and their value in to combating Money Laundering.
- Identify what appropriate recommendations can be put in place to minimize money laundering within the UK.

Research Design

Rajendar Kumar describes research as

"An intensive and purposeful search for knowledge and understanding of social and physical Phenomena. Research is a scientific activity undertaken to establish something, a fact, a theory, a principle or an application." (Kumar, 2008)

When undertaking research there are a variety of methods and approaches that can be chosen, Saunders et al below shoes the different stages.



(Saunders, et al., 2009)

Wiid et al describes primary data as,

"Primary data is data that is collected to address a specific problem... Primary data can be collected through either quantitative or qualitative research" (Wild & Diggins, 2009)

The data collection methods that will be used are that of semi structured interviews. Semi structured interviews are a

"Set of Predetermined questions related to domains of interest administered to a representative sample of respondents to confirm study domains, and identify factors, variables and items or attributes of variables for analysis or use" (Schensul, 1999).

Here questions do not have a formal structure as there are no fixed questions, this allows us to ask questions which can lead to greater collection. The advantages of using this method is firstly its increased reliability, this is because structured interviews assure that diagnostic criteria are covered systematically and completely (Deborah , et al., 2014). Furthermore structured interviews give the researcher an opportunity to probe the interviewee which may lead to unexpected and unforeseen information being revealed (Walsh & Wiggins, 2003)

However semi structured interviews warrant the risk of interviewer bias, which reduces its validity. Furthermore the validity can be questioned due to answers given by the interviewee, this can be caused by them purposely lying or being unable to recall the full truth. Finally due to it being semi structured there will be a large amount of data obtained that will be wasted, due to it being off topic. (Walsh & Wiggins, 2003)

Paradigm

The most suitable approach is the phenomenological methodology which is also known as Interpretivism on the research onion. This is due to the data collection methods being Semi structured interviews which will provide qualitative data results. Interpretivism can be described as the method which emphasizes nature in the participation of people's social and cultural life (Bound, 2011)

Stan Lester describes Phenomenological methods as

“ effective at bringing to the fore the experiences and perceptions of individuals from their own perspectives, and therefore at challenging structural or normative assumptions, while adding an interpretive dimension to phenomenological research, enabling it to be used as the basis for practical theory allows it to inform, support or challenge policy and action” (Lester, 1999)

Sample

Sampling is a statistical method of obtaining representative data or observations from a group, the type of sampling that will be used within this research is purposive sampling. Purposive sampling involves

“Selecting a sample based on your own judgement regarding which units are most representative or useful” (Rubin & Babbie, 2010).

The key focus for purposive sampling is to focus on a particular characteristic of the overall population which are of interest to. Here there will be around 4/5 people of interest, whose job involves roles such as bankers or financial lawyers.

A cross sectional design will be implemented as data will be gathered from one set time. Cross sectional design can be described as

“At a single point in time... Data on the variables of interest are collected more or less simultaneously.” (Bryman, 2012)

Data analysis

Qualitative data will be gathered through the Interviews which will then be analysed and placed on the computer. To ensure the data is correct there will be transcripts from the interviews. These transcripts will also be used to help identify any trends or patterns that may arise, through these trends and patterns qualitative data will be formed and placed on charts and tables to show the results. Diagrams and graphs will be used to help explore, understand as well as present the data.

A content analysis will be used as it "Classifies textual material, reducing it to more relevant, manageable bits of data" (Weber, 1990). Content analysis can be used as "The diagnostic tool of qualitative researchers, which they use when faced with a mass of open ended material to make sense of it" (Mostyn, 1985). By using this technique it will ensure that the most specific data is collected from both the primary and secondary data yields.

Limitations

The limitations that the study will have are mainly gaining the required access to individuals to gather the most relevant information, therefore limiting the amount of data as well as restricting the amount of arguments both for and against a case. Another limitation is that the data obtained may not be accurate, this is due to the nature of the topic and the respondents answers.

Reliability

There is also the problem that the data may be biased. Due to there being a larger sample from a specific group or organisation they may be more over represented on a whole than others. Also due to the information being gained from interviews it could lead to a hidden bias. Hidden bias occurs when there are people with a stronger opinion than others, here their word may be taken more so than others. Finally I (as an interviewer) may be guilty of guiding the interviewee to results that I may want, therefore reducing how reliable the data may be.

Resource planning

A resource is an "Economic or productive factor required to accomplish an activity" (Anon., n.d.). The varies sources that will be needed to complete the tasks set out will be the Universities library as well as their IT facilities, Google scholar, Google books, online journals, the internet as well as the help of a mentor. Other resources that will be used are reports as well as the use of a PC/laptop at home.

Overleaf is a detailed Gantt chart which will show a timeline for the project, which starts in October 2014 and will persist until May 2015. A Gantt chart will show "The same tasks, resources, milestones, dates and time estimates" (Russell, 2007).

		October	November	December	January	February	March	April	May
7	Activity								
8	Week Number								
9	Holiday								
10	Examination Week								
11	Idea Generation								
12	Background Reading								
13	Finalise Objectives								
14	Write proposal								
15	Draft Proposal								
16	Amend Proposal								
17	Hand In Proposal								
18	Literature - Reading								
19	Write Up Literature Review								
20	Draft Literature Review								
21	Amend Literature Review								
22	Hand In Literature Review								
23	Develop Questions								
24	Pilot Test								
25	Compare and Analyse Results								
26	Draft Findings								
27	Amend Findings								
28	Hand In Findings								
29	Complete Final Chapter								
30	Submit to Mentor								
31	Amend and Revise								
32	Final Review and Format								
33	Print and Bind and Format								
34	Submit								

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An Evaluation of Tradeshow as an Effective Generator of Sales for a Media Asset Management and Workflow Solutions Software Provider.

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Introduction

This dissertation will look into how effective tradeshow are as part of the marketing mix for Media Asset Management and Workflow Solutions Software providers working in the broadcast industry. Looking into whether attending tradeshow helps the businesses to generate sales, or if they just help the business in other ways. Such as connecting with current customers, increasing their market presence, or seeing what is new with their competition.

Background Literature

“Trade shows, trade fairs, expositions, scientific/technical conferences, conventions. The names may vary but the basic function is the same” (Herbig , Measuring Tradeshow Effectiveness, 1994, p. 77). An event that brings together suppliers and customers, usually from a single industry or similar disciplines to one location, to demonstrate their products and services. For many businesses exhibiting at such events is a vital part of their marketing mix and one of their biggest expenditures, second only to personal selling. (Havaladar, 2006)

Media Asset Management (MAM) and workflow solution software provides businesses with the ability to control their physical and digital assets. For broadcasters and archivists this means they can take analogue film tapes and convert them to a digital file before transcoding them, making them ready for broadcast and storing them. MAM and workflow solution software producers sell business to business (B2B) primarily to the broadcast industry but also to the archive, government and enterprise industries. (TransMedia Dynamics| Homepage, n.d.) Having such a broad target audience can make these businesses’ marketing mix complicated as the each industry will have a slightly different use for the product. Sales of MAM and Workflow Solution software are aimed at quite a varied market due to the functionality of the product. Often the company will create bespoke software packages tailored to the specific needs of a particular client, rather than pushing the full functionality and capability of the product. Providing only the functions required for their needs allows them the flexibility to target a range of markets.

Businesses looking to purchase new MAM and workflow solution software, whether it be for a specific project or an implementation for the whole organisation, usually go through a tendering process to decide which software is best for them and their needs. The tendering process involves multiple stages many of which are similar to the activities carried out at tradeshow. These include presentations, demos and question & answer sessions. (Westland , 2007) There are also further stages of the tendering process which are not likely to be seen at a trade show. These include the completion of documents an organisation will require every business in the bidding process to fill out. For example, documents such as the Request for Information (RFI) and the Request for Proposal (RFP).

Rationale

A key part of MAM and workflow solution software businesses’ marketing strategy is attending tradeshow. The most effective tradeshow are the ones with clear objectives. Such objectives could be to promote awareness of the business, to further connect with and maintain their presence with existing customers, or to increase their lead generation. (Ellis) Although it may not be a direct objective of presenting at tradeshow, sales generation will be the ultimate goal of the marketing mix and the business, making it an indirect aim of the tradeshow.

MAM and workflow solution software is quite a niche product and there are few organisations selling such software. The majority of organisations buying this type of software will know most of their supplier options already as many of them are long standing businesses with good reputations. In this industry co-petition is common; numerous businesses compete for sales for one project while also cooperating with each other on another projects. (Luo , 2004) While attending tradeshow can increase your market presence and help you to generate leads, in a small market when everyone knows everyone can they help to generate sales, or is it just about keeping your business profile high and brand current customer's minds?

Aims and Objectives

Aim

The overall aim of this research is to evaluate how effective tradeshow are for Media Asset Management and workflow solution software producer as a generator of sales. To ensure this aim is met objectives will be set, "objectives should be are precisely written and will lead to observable outcomes" (Saunders, Lewis , & Thornhill, 2007, p. 40)

Objectives

1. The first objective is to conduct a full and in depth literature review in the area of effective tradeshow strategies.
2. To analytically review tradeshow as a key marketing activity and part of the marketing mix for organisations selling business to business (B2B).
3. To produce primary research looking at whether tradeshow leads can be converted into sales.

Research Method

Choosing the right research method is vital, it is important to look at all the different potential methods that could be used, to decide which is best suited for this research. There are two main types of research primary and secondary. Primary research is new data collected specifically for the purpose of this research, secondary research is reanalysing data that has already been collected for another purpose. (Saunders, Lewis , & Thornhill, 2007, p. 256) For this dissertation primary research will be collected and analysed.

For this research two types of primary research will be conducted, with interviews within an MAM and workflow solutions software provider organisation in the broadcast industry, interviewing employees from different areas of the business to get a well-rounded view of how effective tradeshow are for their organisation. Also a more generalised online questionnaire to see what makes an effective tradeshow and what activities can help to generate sales from tradeshow.

Research Methodology

Saunders et al likens there research process to layers of an onion, this is often referred to as the 'research onion'. Stating that you start in the middle and work your way out peeling away the layers, deciding which the best possible method for you to use is.

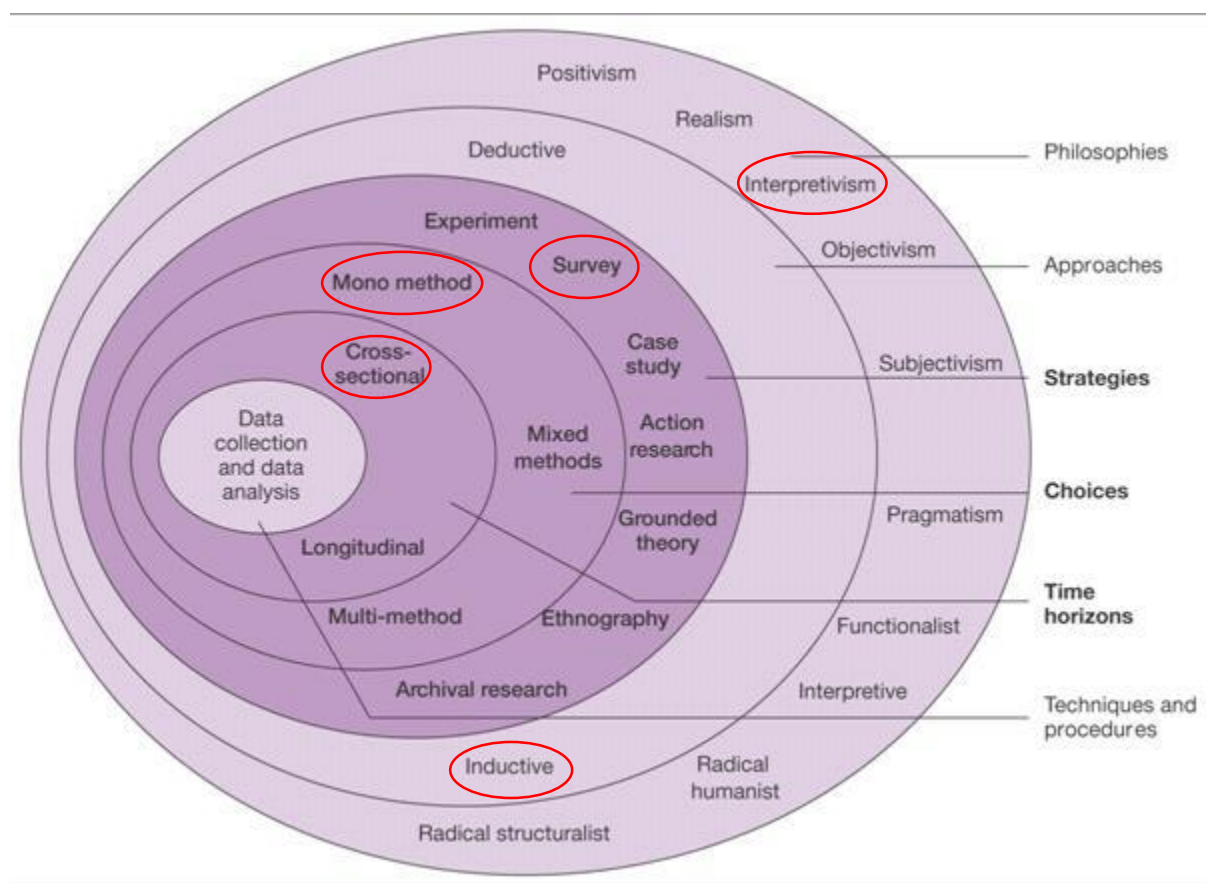


Figure 1: The Research Onion

The image above, Figure 1, is (Saunders, Lewis , & Thornhill, 2007) research onion process, with red circles highlighting the method that will be used for this research. This research will take a cross-sectional approach, this is because it will be collected at a single point in time, a snapshot instead

of the longer longitudinal approach. (Tavakoli, 2012, p. 138) The information collected from this research will be qualitative instead of quantitative, making this a mono-method approach as this research will look at what people believe makes an effective tradeshow and if they think it will help to generate sales for MAM and workflow solutions software providers.

To find this out the researcher will do an online questionnaire to see what people believe makes an effective tradeshow, the best ways to generate leads and sales. Many marketing activities done at tradeshows are the same whether to are selling to consumers or businesses, so to get a full picture of what techniques displayed at tradeshows work best, a wide range of people will be asked. Also the researcher aims to conduct interviews with 5 members of staff at TransMedia Dynamics Ltd, a MAM and workflow solutions software provider that regularly attends broadcast tradeshows, to get a more precise idea of what works best for businesses selling in the broadcast industry.

When analysing the results of the questionnaires and interviews, the researcher will use an inductive approach, identifying patterns in the data, looking at the relationships between the different variables and the results of research. (Hair , Wolfinbarger Celsi , Money , Samouel, & Page , 2011 , p. 276) Finally this research will have an interpretivism approach, as it will use a process of interpreting the social world and questionnaire and interview results. (Saunders, Lewis , & Thornhill, 2007, p. 107)

Ethical Considerations and Limitations

For both, the questionnaires and the interviews, consent will be required from the person answering the questions. Also informing the respondents that they will be anonymous is important as it should mean they are more likely to answer honestly. (Mitchell & Jolley, 2007, p. 288) To avoid getting any children replying to the questionnaires, the respondents will be asked to confirm their age.

There are a few limitations of this research methods, firstly for the interviews, getting 5 different people from one organisation may be tricky, as they are global organisation many employees are often busy and travelling, to overcome this the interviews may have to be made shorter and take place over skype.

With online questionnaires, there is a strong possibility that the respondents will be all of a similar young age and background, because of the locations that access to the questionnaire will be made available, Facebook and Twitter.

Resources and Planning

For this research there are many different resources available to the researcher, the main one being the internet to help assist the research, trusted books and journals can now be found online, making assessing them very simple for the literature review. Libraries will also be used for research as not all books have made it onto the internet and often not all pages of books and journals are available to view. Connections the researchers already has with TransMedia Dynamics Ltd will help with communication between them and gaining interviews with employees there.

There are now many free websites on which you can build a questionnaire, and sent respondents to, instead of filing out multiple paper copies, meaning you have the ability to reach more people. These websites will also collect the data for you and present it for you, making it much easier to analyse the results.

Gantt Chart

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Research Proposal

‘An investigation into the current relevance of the glass ceiling theory, within some of Great Britain’s largest public and private sector organisations’

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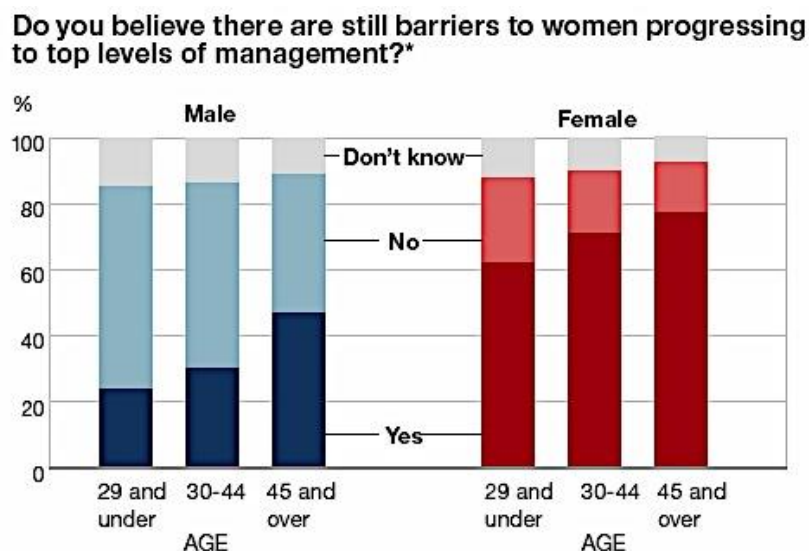
1.0 The Glass Ceiling Theory

Since 1986 the term glass ceiling has been a major topic of discussion, highlighting women's continual struggle to reach senior management positions, and attain equality with their male counterparts (Pynes, 2013). In 1991 The US department of labour defined the glass ceiling as "the artificial barriers based on attitudinal and organisational bias that prevents qualified individuals from advancing upwards into management-level positions" (The US department of labour (1991) cited in Barreto, et al, 2009).

2.0 Barriers Facing Women in Britain Today

In 2011 the institute of management and leadership published findings, regarding male and females perspectives on the barriers women face when trying to reach higher levels of management. The results are shown in (figure 1) below.

Figure 1.



(Institute of Leadership and Management, 2011)

Of nearly 3,000 managers who were questioned 73% of women believe the glass ceiling is still an issue in today's British workforce, however, only 38% of male respondents agreed, along with only 24% backing quotas for more female executives (Institute of Leadership and Management, 2011). It could be argued the main barrier facing women today, and the reason for such a difference in male and female perceptions, such as above, is maternity leave (Daurka, 2014). For example when competing for senior roles a male perspective may be that they are more entitled to a promotion than a female colleague who has recently taken maternity leave (Ellinor, 2012). Mavin believes there are however a number of barriers facing women when competing for senior roles, such as, lack of role models, support, and training (Mavin, 2000).

2.1 Britain's Management Diversity

In Great Britain today, 20.7% of the FTSE 100's senior management is represented by women, proving an 8.2% rise since 2011 (Vinnicombe, et.al, 2014). By stark comparison to the private sector, the NHS have reported that nearly seven out of ten senior roles are now held by women (Doughty, 2011), and Hurn agrees public sector organisations are strides ahead of private organisations with regards to management diversity (Hurn, 2012) However recent reports by the global gender gap have continued to highlight Britain's decline in workplace equality. Currently holding 26th place Britain have fallen 17 places since 2006, suggesting significantly less women in senior management than countries such as Sweden, and Rwanda (Barber, 2013). Although British companies themselves maintain they have a duty to their shareholders to appoint the best candidate for the job, regardless of sex (Hurn, 2012), Ann Francke, chief executive of the chartered management institute argues that women have continued to surpass their male counterparts academically, and their underrepresentation in senior management is draining organisations of a whole talent pool, potentially preventing organisations from greater success (Webb, 2014). However when it comes to acquiring a senior management role, all candidates considered are surely of similar capability, and findings show, there are on average, less women applying for senior roles than men, resulting in a higher chance of a male acquiring the position (Institute of Leadership and Management, 2011).

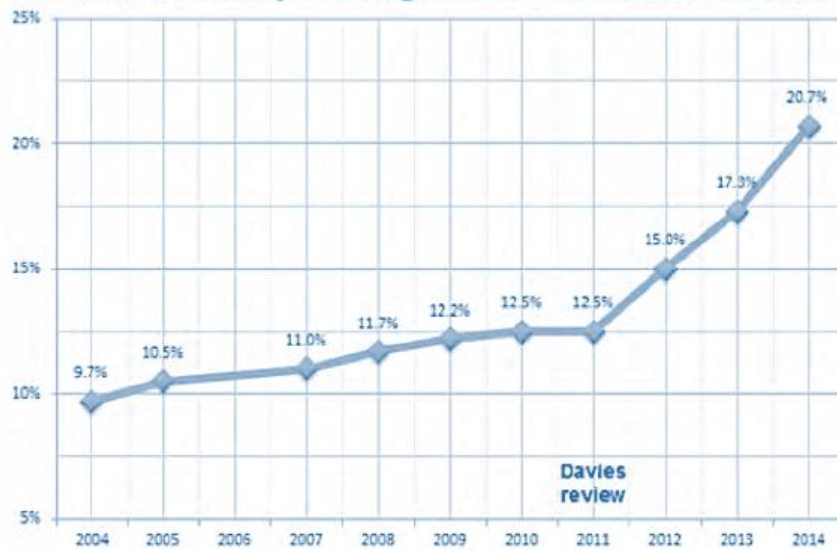
3.0 Rationale

Barsh and Branston state in the years since the glass ceiling theory was developed the status of women in management has consistently improved, and although not common, a female CEO is no longer remarkable (Barsh & Cranston, 2009). It may be argued that the last five years has brought about the largest change in women's representation in senior management in history (Davies, 2014).

The table in figure 1 below shows a rapid increase of 8.5% in representation within the FTSE 100 since 2009.

Figure 1:

The last decade: percentage Women on FTSE 100 Boards



(Davies, 2014)

However, at 20.7% female representation in senior management is still limited, and in 2011 the equality and human rights commission suggested at the current rate of change it will still take more than 70 years to achieve gender-balanced boardrooms within Britain's organisations (Buckalew, et al, 2012). Determining whether it is in fact a metaphoric glass ceiling or various other barriers preventing women reaching higher success needs to be established. Unless measures are taken to investigate systematic reasons for women's underrepresentation in management, the glass ceiling issue will continue to be debated (Heweltt, 2010). The purpose of this dissertation will therefore be to look beyond the outdated literature, biased reviews, and raw statistics in order to dispel contradicting theories and investigate the relevance of the glass ceiling theory in some of Britain's largest public and private sector organisations today.

4.0 Research Aim and Objectives

Aim:

The aim of the proposed study is to investigate the relevance of the glass ceiling theory, within selected public and private sector organisations in Great Britain today. In order to achieve this the following objectives will be attained.

Objectives:

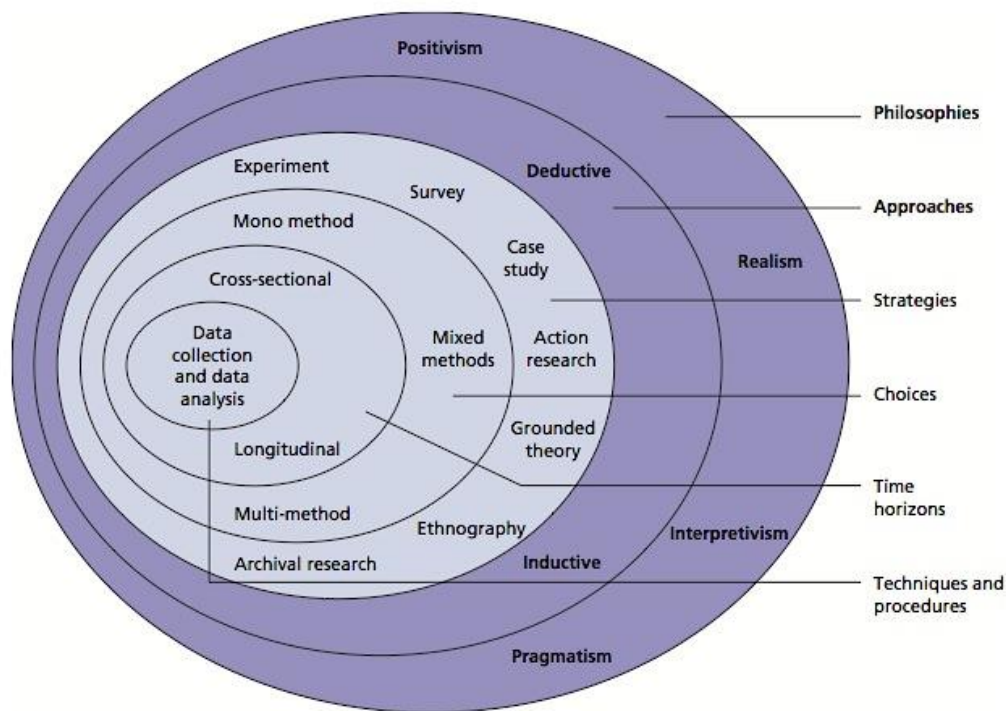
1. Identify the various career barriers women face in Great Britain's organisations today.
2. Interpret and analyse how managerial perceptions differ with regards to the glass ceiling theory.
3. Identify potential for future improvement with regards to women's representation in senior management, and make appropriate recommendations.

5.0 Research Methodology

Collis and Hussey define research as, “a process of enquiry and investigation, it is systematic, methodical and ethical, and can help solve practical problems and increase knowledge” (Collis & Hussey, 2009, p. 3). When undertaking an investigation it is essential to plan research thoroughly, in order to attain the highest quality data, and effectively achieve the aims of the dissertation.

Saunders, et al compare the research process to the layers of an onion, shown in figure 2 below.

Figure 2: The Research Onion



(Saunders, Lewis, & Thornhill, 2009)

The research onion enables research to be carried out in a systematic manner, ensuring the most successful outcome when gathering data.

5.1 Research Design

As the dissertation is ultimately an investigation, the research paradigm that will be used is a phenomenological approach. Delicath and Buckley describe the approach as, “extensive studies of small groups exploring their lived experiences of a selected phenomenon” in this case the presence of a glass ceiling (Buckley & Delicath, 2013). According to Saunders et al, reality is socially constructed, in order to investigate this phenomenon it needs to be understood, therefore taking on an explanatory study. This approach enables the researcher to explore various types of data in order to critically analyse the theory, allowing a wider scope of knowledge to be gathered, and in turn produce a high quality investigation (Saunders, et al, 2009).

The logic of the research approach will be primarily deductive, although frequently paired with positivism. Blaikie informs deductive research explores a phenomenon and tests if that theory is valid (Blaikie, 2010), therefore most relevant for this study. Crowther and Lancaster also state that deductive studies begin with a broad spectrum of information, which becomes clearer through the process of research (Crowther & Lancaster, 2008), in this case, the glass ceiling theory will result in a move from the general to the particular.

5.2 Data Collection Methods

In order to achieve each objective, various methods of research will be carried out to obtain a wide selection of both quantitative and qualitative data. Greener believes the most suitable data collection approach combines various methods, such as, reviewing literature, questionnaires, and interviews (Greener, 2008). Therefore the process of research will begin with a literature review of academic texts, published reports, and journals in order to inform the content of the questionnaire.

Questionnaires will include a limited amount of open-ended questions, and after review will be uploaded to SurveyMonkey in order to gain a wider scope of knowledge into individual perceptions of the glass ceiling theory. This approach allows a quick and inexpensive way of collecting quantitative data (Collis & Hussey, 2009), however, written questions can often be misinterpreted, in order to collect reliable and valid data, questions must be carefully designed, unbiased and easy to interpret (Mitchell & Jolley, 2010). Finally semi-structured interviews will be carried out pertaining to questionnaire results. This will enable the researcher to expand on reoccurring themes from the questionnaire analysis, and in turn gain a further understanding of the current relevance of the glass ceiling theory (Lancaster, 2005). Klenke states the use of interviews also increase research validity, however the researcher must ensure to be objective during the process of the interview, and not try to influence answers (Klenke, 2008).

The sample deemed most appropriate to the cross sectional study will consist of both male and female managers, within some of the public and private sectors organisations in Britain. With regards to the questionnaires the quantity of respondents is variable, interview respondents however will consist of between 4-8 people, this quantity will ensure an appropriate amount of qualitative data is collected, in order to produce significant analysis.

5.3 Data Analysis

It is important to effectively analyse all data collected, in order to structure the findings into relevant information (Albright & Winston, 2011).

As SurveyMonkey will be used to distribute questionnaires, all data will be collated by the company and produced in the form of XLS exports, of which will include, graphs, data tables, and frequency tables. This will save valuable time and produce high quality analysis, which will be of great importance when designing the interview questions.

Interview transcripts will then undergo a content analysis by the researcher, in this case, themes, relationships, and differences will be established and explored further. All data collected will then be evaluated in order to draw an informed conclusion.

6.0 Ethical Considerations and Limitations

When conducting research ethical considerations and limitations must be taken into account, as the glass ceiling is a not only a controversial subject, but it is also illegal to discriminate in the workplace (Collins, 2010). In order to avoid bias and encourage honest response questionnaires and interviews will be anonymous, and data collected will be treated in a way that protects the anonymity of respondents. This information will be given to respondents within the consent form at the beginning of both questionnaires and interviews, of which can

be found in the ethics approval form in the appendix. Before interviews are carried out an information sheet will also be sent to participants with a sample of interview subjects, to ensure participants are comfortable to answer a variety of questions.

Finally it is imperative that the researcher remains objective throughout the research process, in order to produce a valid investigation, of the highest quality.

7.0 Resources and Planning

The project begins in October 2014, and ends in May 2015. In terms of time management over this period, a detailed gantt chart has been produced overleaf, (see figure 3).

In addition, the following resources will be required in order to provide an effective and efficient dissertation. Firstly the process of the literature review will require a suitable PC with access to the internet, and various library sources.

A SurveyMonkey account will be required in order to distribute questionnaires and analyse all data collected, and finally a dictaphone is essential to record the interviews, in order to transcribe them during the process of analysis. As most of the interviews held will take place in London, five days will be taken to collect research, this will also require travel to London and accommodation, at an estimated cost of £300.

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9.0 Appendices

Figure 3. Gantt Chart

Activity	October			November				December				January				February				March				April				May				
Week Number	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
1. Supervisor Meetings																																
2. Read Literature																																
3. Produce Working Title																																
3. Finalise Objectives																																
4. Draft Research Proposal																																
5. Finalised Research Proposal																																
6. Draft Literature Review																																
7. Finalised Literature Review																																
8. Read Methodology Literature																																
9. Devise Research Approach																																
10. Draft Questionnaire																																
11. Pilot Test Questionnaire																																
12. Upload Questionnaire to Survey Monkey																																
13. Analyse Data																																
14. Draft Interview																																
15. Pilot Test Interview Questions																																
16. Carry out Interviews																																
17. Transcribe Interviews																																
18. Analyse Data																																
19. Draft Findings																																
20. Complete Remaining Chapters																																
21. Submit to Supervisor																																
22. Revise Draft, Format for Submission																																
23. Print and Bind																																
24. Submit Final Dissertation																																

Title: The influence of visitor attractions in urban tourist destinations compared to rural destinations.

Research Proposal

Introduction

This dissertation is to understand the influence of visitor attractions in the urban tourist's destination compared to rural destinations. There will be an investigation into one urban destination attraction and one rural destination attraction to understand the visitor's satisfaction within each aspect towards the destinations. Within the dissertation there will be a definition of urban and rural destinations and what **does** each of these aspects have differently. There are varieties of research methods that will provide much information for the topic area. Also this dissertation will identify the purpose of the urban and rural destinations and how they attract a variety of tourist to their area. There will be a brief summary of urban and rural historical facts about how they have both been acknowledged as the years progressed.

Background and Literature review

Destinations have a variety of strategies to attract tourists from around the world. There are two different types of destinations which fall under the categories urban and rural, each of these have a different approach for their attractions. The difference between urban and rural is that an urban destination looks within cities where as a rural destination is based in the country side (Pateman, 2011). Urban and rural destinations are about to change rapidly by many opportunities that have occurred within the economy and peoples lifestyles, where they interact within the society. The reason for this study area is to understand the meaning of each destination and how visitor's satisfaction will occur within the future (DFID, 2014). An urban destination characterises the life of a city or relates to a location in the city. The definition of urban has been described as an area which includes the historical development of a city (Demographia , 2008). Urban destination adventures

have a unique method of attracting many travellers around the world from North and South America to Europe, Africa, New Zealand, Australia, Asia and the Middle East. Each of these urban destinations has a historical review of the city location (Urban Adventures, 2014). The historical review of these urban cities have been analysed in many historical studies across the globe to help the rise of the population within the different cities. Until the 1960s the historical review towards the urban studies did not emerged. However it is not to say that each town has ever studied or acknowledged the historical review before. In the early modern period Machiavelli and Guicciardini provided a new kind of urban history “one which used the city as a microcosm through which to tell a political or moral narrative” (Sweet, 2008). This has helped throughout the modern period to understand how a historical review of urban destination could identify this area of study.

The rural destinations relate the characterised location to the countryside rather than a town. The definition of rural is the effect of change to the area caused by the economics, social and the environment factors (BBC , 2014). There are many factors that require attention to rural destinations for example pollution and land use which will have an effect on the environment, tourism income and primary sector jobs, population change and leisure time which will affect the economy and social part of rural destinations. The historical review of rural history is to understand how each destination has been affected within society (Bellamy, 2014). The historical review of rural destinations has been reflected over the last few years by identifying the affects towards the economy, environment and society. This has helped Europe to research and emerged their creations and publications to promote the European countryside (Thirsk’s, 2014). Throughout the rural historical research there has been an understanding on how each factor has been reflected on destination within the countryside.

Overall the literature review has been defined by others for many centuries to discover the different aspects of the urban and rural destination and how society has been affected by the economy and environmental factors. Many people have been discovering how cities are more beneficial to live in

rather than the countryside (The simple dollar, 2014). The following review has maintained a variety of aspects to discover why tourists visit the urban and rural destinations and how their attraction has become appealing to the tourist's satisfactions.

Rationale

The topic area for this study has been inflicted upon this field of work by understanding the different aspects towards the urban and rural destinations historical culture. This dissertation study has explored many interesting facts and how each area has been affected within society. By investigating into the influence of urban and rural destinations many tourists have been comparing the satisfaction on the themes and geographical aspect within the countryside or city. The characteristics of urban and rural have an understanding how different products within society help the area become increasingly overwhelming. There have been many studies about the lifestyles of people within the urban and rural destinations and how each society has been living. The aim of this study is to investigate the influence of urban and rural destinations by comparing the differences between these tourism attractions and why they appeal to different tourist's satisfaction.

Aim and Objectives

The overall aim of this study is to understand the influence of visitor's attractions within urban tourists destinations compared to rural destinations. To achieve the following aim there are three objectives that will be observed:-

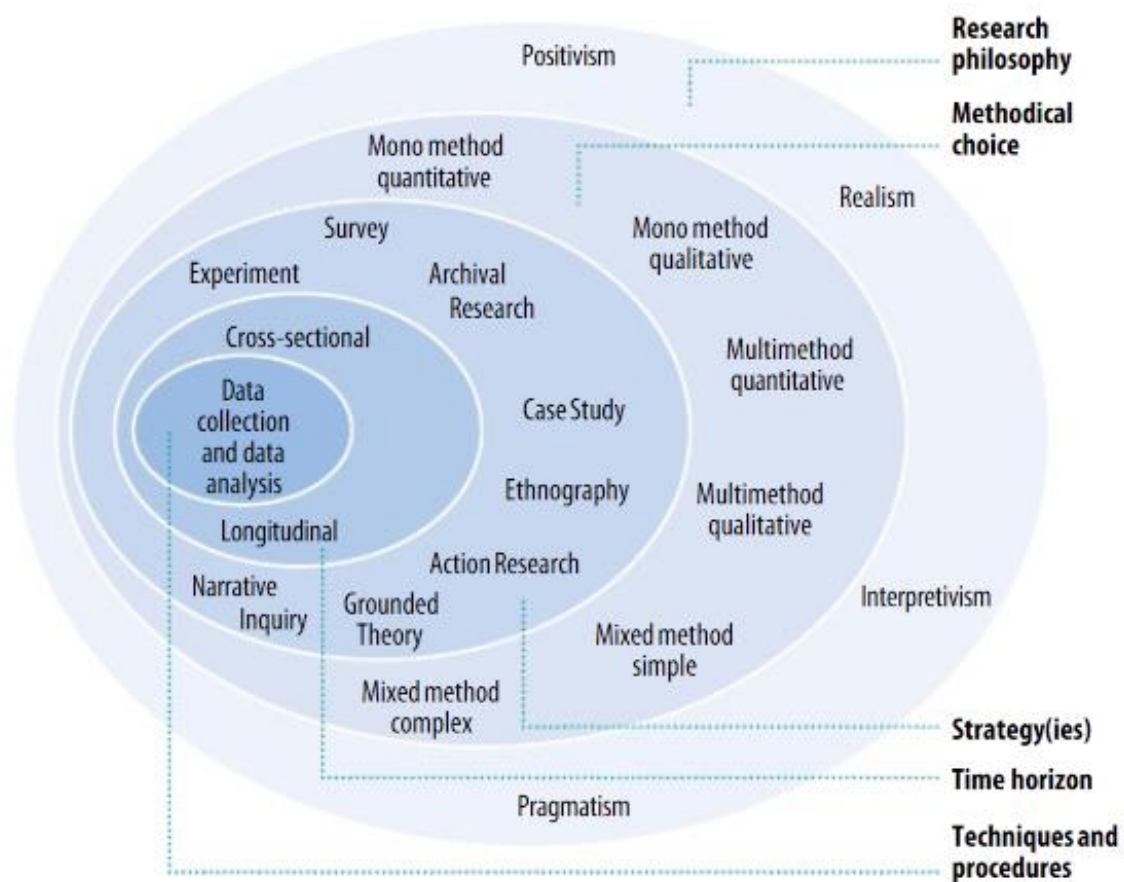
- Identifying and understanding the literature review of the different historical aspects between Urban and Rural destinations.
- Critically analysing visitor's satisfaction towards each area within urban destinations and rural destinations.
- An overview of one urban and one rural destination by identifying and comparing attractions within the urban and rural area.

The objectives in this study area of research will give an overall review and understanding on how each tourist destinations have become more interesting over time.

Research Methods

Within the research methodology there are two different concepts that can be looked into such as primary and secondary research. They both have different types of methods on how to research.

Research has been defined by (Wigens, 2003) to have an understanding on how new researchers can critically analyse their investigation. The following diagram represents how Saunders has defined particular research and how it can be affective with variety of skills to achieve the outcome of the research.



(Mark Saunders, 2011)

Primary research is where data is collected by your own research using questionnaires, surveys and interviews. The following research methods have been categorised as quantitative or qualitative.

Secondary research is where the information has been previously researched from others for examples library books, reports or the internet. The research methods are defined by analysing data collection to achieve certain techniques and strategies of the research. The aim of research is to design a piece of work to address and answer problems (Toesy, 2013). Within this dissertation there will be variety of research from primary to secondary to analyse the understanding of the topic area. Following the primary research for the dissertation there shall be questionnaires on the visitor's satisfaction on urban and rural destinations. Collecting the data from surveys and questionnaires will provide information on how the objective will overcome within this topic. By analysing the research for this dissertation and investigating into a variety of aspects such as surveys and qualitative or quantitative data the following information will provide the overall research for this study. The use of secondary research will undertake case studies on each topic of this study by providing a variety of information on the understanding of the literature review of urban and rural destinations.

Ethical issues and risks

The aim of ethics approval is to consider the issues of the research planning to finalise the area of study and focusing on the main aspects for the research (Ethical approval , 2012). To avoid any problems whilst obtaining research and gathering information for the following study, the correct questions within the questionnaire survey and interview must be provided. Achieving the correct information will require a variety of data collection statistics to benefit the following outcome of the information within the graphs.

Resources and Planning

The process of the data collection within this study will require access to Microsoft Word and Excel to produce and analyse the data collection in a range of formats such as graphs. Library sources, book and journals will be included to help gather as much information as possible which will help to identify the overall outcome of the topic research. Also the topic area of this study will require investigating into case studies of different approaches within the urban and rural destination attractions. If interviews are necessarily required for the following research, they will be recorded via microphone or Dictaphone to keep as a document. To achieve the following research for this dissertation there will be a project timeline from start to finish covering when the research and information should be reserved and put together. The information will be detailed in a Gantt chart by outlining the dates and time scale for the following research of this study.

Gantt Chart

Activity	October							November							December							January							february							March							April							May						
Week Number	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35																					
1. Holiday																																																								
2. Read literature																																																								
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6. Devise Research approach																																																								
7. Draft research strategy and method																																																								
8. Develop questionnaire																																																								
9. Pilot test and revise questionnaire																																																								
10. Administer questionnaire																																																								
11. Enter data into computer																																																								
12. Analyse data																																																								
13. Draft findings chapter																																																								
14. Update literature read																																																								
15. Complete remaining chapters																																																								
16. Submit to tutor and await feedback																																																								
17. Revise draft, format for submission																																																								
18. Print, bind																																																								
19. Submit																																																								

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Appendix



PRIFYSGOL CYMRU
Y Drindod Dewi Sant
UNIVERSITY OF WALES
Trinity Saint David

E3 FORM

APPLICATION FOR ETHICAL APPROVAL – BA level

CAIS AM GYMERADWYAETH MOESEGOL – Lefel BA

Mae'r ffurflen hon i'w chwblhau gan bob BA myfyrwr. Rhaid i bob ffurflen gael ei ystyried gan diwtor y modiwl.
Dylai un copi o'r ffurflen yn cael ei roi ar y ffeiliau Gyfadran ac un copi cadw ar y ffeil myfyrwr.

This form is to be completed by all BA students conducting research, projects or productions. This form should be completed by the student. All forms must be considered by the Module tutor. A copy of the form must be kept centrally and on the student file.

ADRAN 1 – MANYLION MYFYRIWR

SECTION 1 - STUDENT DETAILS

Enw Llawn
Full Name

Ysgol/Cyfadran/
School/Faculty

Business School
Swansea

Rhif Myfyrwr
Student
Number

Cydllynydd prosiect /
Tiwtor
Module Tutor/
Programme Co-ordinator

Caroline Jawad

Enw'r Gradd
Name of
Degree

BA Tourism
Management

Teitl dangosol yr Traethawd Hir:

Indicative Title of Dissertation:

The influence of visitor's attractions in Urban tourists destinations compared to Rural destinations.

ADRAN 2 – MANYLION CYFRANOGWYR / CYNULLEIDFA

SECTION 2 - PARTICIPANT / AUDIENCE DETAILS

Pwy yw'r cyfranogwyr arfaethedig?

Who are the intended participants?

Ydw /
Yes

Na /
No

Myfyrwyr / staff Y Drindod Dewi Sant	Students / staff of Trinity Saint David	/	
Oedolion (dros oed 16 ac yn gymwys i gydsynio)	Adults (over the age of 16 and competent to give consent)	/	
Plant a phobl ifanc dan oed	Children / legal minors		/
Cleifion neu gleientiaid gweithwyr proffesiynol	Patients or clients of professionals		/
Rhywun sy'n cael ei gadw yn y ddalfa neu y mae'r llys wedi cymryd cyfrifoldeb amdano	Anyone in custodial care or for whom the court has assumed responsibility		/
Aelod o unrhyw sefydliad lle mae'n bosibl bod angen i unigolyn arall hefyd gydsynio.	A member of any organisation where another individual may also need to give consent.		/
Eraill: Nodwch: / Others: please identify:			

Nifer, Oed a Ffynhonnell y Cyfranogwyr Rhowch fanylion yr demograffeg y cyfranogwyr / gynulleidfa.		Participant / Audience Number and Age Provide details of the demographics of the participants / audience.
Nifer o Gyfranogwyr / yn y Gynulleidfa	Participant/ Audience number	General Public
Grŵp oedran y Cyfranogwyr/y Gynulleidfa	Participant/ Audience age group	All ages within the general public

ADRAN 3 – GWEITHGAREDD YMCHWIL

SECTION 3 – RESEARCH ACTIVITY

1.	Ydy'r prosiect yn cynnwys:	Does the project include:	Ydy / Yes	Nac ydy/N
	Defnyddio holiadur neu offeryn ymchwil tebyg	Use of questionnaire or similar research instrument	/	
	Defnyddio prawf ysgrifenedig neu gyfrifiadurol	Use of written or computerised test	/	
	Cyfweliad (cysylltwch gwestiynau posibl)	Interview (attach provisional questions)		/
	Dyddiaduron	Diaries		/
	Arsylwi ar gyfranogwyr a hwythau'n ymwybodol o hynny	Participant observation with their knowledge	/	
	Arsylwi ar gyfranogwyr a hwythau ddim yn ymwybodol o hynny	Participant observation without their knowledge	/	

5.	Os ydych yn delio â phlant a / neu oedolion agored i niwed, rhaid i chi gyflwyno eich tystysgrif DBS i'ch tiwtor goruchwyllo i'w cymeradwyo cyn i unrhyw gysylltiad â cyfranogwyr hyn.	If you are dealing with children and/ or vulnerable adults you must present your DBS certificate to your supervising tutor for approval before any contact with these participants.		
		Ydw / Yes	/	Na / No
A	Ydych chi wedi gwneud cais am dystysgrif DBS?	Have you applied for a DBS certificate?		/
B	A yw eich tiwtor weld a'i gadarnhau eich tystysgrif DBS?	Has your tutor seen and approved your DBS certificate?		/
Recordio fideo neu sain		Video or audio-taping		/
Mynediad i wybodaeth personol neu gyfrinachol heb gydsyniad penodol y cyfranogwyr		Access to personal or confidential information without the participants specific consent		/
Defnyddio unrhyw gwestiynau, ysgogiadau prawf, cyflwyniad y gallai rhai cyfranogwyr eu profi fel rhywbeth sy'n achosi niwed / tramgwydd corfforol, meddyliol neu emosiynol		Administration of any questions, test stimuli, presentation that may be experienced as physically, mentally or emotionally harmful / offensive	/	
Cyflawni unrhyw weithredoedd allai achosi embaras neu effeithio ar hunan-barch		Performance of any acts which may cause embarrassment or affect self-esteem		/
Ymchwilio i gyfranogwyr sy'n ymwneud â gweithgareddau anghyfreithlon		Investigation of participants involved in illegal activities		/
Gweithdrefnau lle defnyddir twyll		Procedures that involve deception		/
Gweini unrhyw sylwedd, cyfrwng neu blasebo		Administration of any substance, agent or placebo		/
Dull arall o gasglu data neu fformat cyflwyno (esboniwch)		Other method of data collection or presentation format (please explain)		/

2.	Restru eich dull o gasglu data	List your method of data collection:
Surveys, Questionnaires and case studies		

3.	Risg Posibl: (corfforol, seicolegol, cyfreithiol, cymdeithasol neu economaidd)	Potential Risk: (physical, psychological, legal, social or economic)		
A oes unrhyw risg bosibl i:		Is there any potential risk to:	Ydw / Yes	Na / No
A	Cyfranogwyr?	Participants?		/
B	Ymchwilydd?	Researcher?		/
C	BrifYsgol/Cyfadrn?	University?		/

4.	Rheoli Risg: Os oes, beth yw'r risg a sut y bydd yn cael ei reoli?	Management of Risk: If yes, what is the risk and how will it be managed?

6.	A fyddwch yn cael cydsyniad gwybodysysgrifenedig gan eich cyfranogwyr?	Will you obtain written informed consent from your participants?		
			Ydw / Yes	Na / No
A	Os na fyddwch, pam hynny?	If no, why not?		/
B	Os byddwch, sut byddwch yn sicrhau cydsyniad gwybodus?	If yes, how will you secure informed consent?		
Rhowch eglurhad / Please explain:				
The information required will come from the surveys and questionnaire				
Cynhwyswch gopi o'r ffurflen gydsynio os ydych yn defnyddio un.		Please include a copy of the consent form if you are using one.		

ADRAN 4	SECTION 4
CEFNOGWYD /APPROVED	NIS CEFNOGWYD/ NOT SUPPORTED
Datganiad Mae'r wybodaeth a gynhwysir yma yn gywir, hyd eithaf fy ngwybodaeth a'm cred. Rwyf wedi ceisio dynodi unrhyw risgiau a phroblemau sy'n gysylltiedig â'r prosiect / ymchwil neu gynhyrchiad ac rwyf yn cydnabod fymrwymiaidau innau a hawliau'r cyfranogwyr.	Declaration The information contained herein is, to the best of my knowledge and belief, accurate. I have attempted to identify any risks and issues related to the project/research or production and acknowledge my obligations and the rights of the participants.

Llofnodau

Dylai'r ffurflen hon gael ei chwblhau a'i llofnodi gan y myfyriwr a'r Cydlynnydd y prosiect /Twitor

Signatures

This form should be completed and signed by the student and the Module tutor/Programme Co-ordinator.

Myfyriwr / Student	Dyddiad: / Date: 14/11/14
Cydlynnydd y prosiect /Twitor Project co-ordinator / Tutor	Dyddiad: / Date:



PRIFYSGOL CYMRU

Y Drindod Dewi Sant

UNIVERSITY OF WALES

Trinity Saint David

Cyfranogwr Rhif Adnabod:
Participant Identification
Number:

CWESTIYNAU CYFWELIAD SAMPL**SAMPLE INTERVIEW QUESTIONS**

TEITL Y PROSIECT: / PROJECT TITLE: The influence of visitor's attractions in Urban tourists destinations compared to Rural destinations.

1	
2	
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ENW A CHYFEIRIAD YR YMCHWILYDD	NAME & ADDRESS OF RESEARCHER
--------------------------------	------------------------------



PRIFYSGOL CYMRU
Y Drindod Dewi Sant
 UNIVERSITY OF WALES
Trinity Saint David

Cyfranogwr Rhif Adnabod:
 Participant Identification
 Number:

FFURFLEN GANIATÂD CYFRANOGIAD	PARTICIPATION CONSENT FORM
TEITL Y PROSIECT: / PROJECT TITLE: The influence of visitor's attractions in Urban tourists destinations compared to Rural destinations.	

Name of Researcher:

**Please
initial box**

1. I confirm that I have read and understand the information sheet dated **XXXX** for the above study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily.

 /

2. I understand that my participation is voluntary and that I am free to withdraw at any time, without giving any reason.

 /

3. I understand that any information given by me may be used in future reports, articles or presentations by the research team.

4. I understand that my name will not appear in any reports, articles or presentations.

5. I agree to take part in the above study.

Name of Participant

Date

Signature

Researcher

Date

Signature

You may decline to participate in this study. You may end your participation in this study at any time. If you decide to remain anonymous, maintaining your anonymity will be a priority and every practical precaution will be taken to disguise your identity. If you prefer anonymity, there will not be any identifying information on audiotapes or transcripts of this or any interview. No-one will hear any audiotapes or see any transcripts without your prior consent. All materials generated from this or any interview will remain confidential.

When completed, please return in the envelope provided (if applicable). One copy will be given to the participant and the original to be kept in the file of the research team at: **PLACE:**

ENW A CHYFEIRIAD YR YMCHWILYDD

NAME & ADDRESS OF RESEARCHER



PRIFYSGOL CYMRU

Y Drindod Dewi Sant

UNIVERSITY OF WALES

Trinity Saint David

Cyfranogwr Rhif Adnabod:
Participant Identification
Number:

FFURFLEN GANIATÂD CYFRANOGIAD

SAMPLE PARTICIPANT INFORMATION
SHEET

TEITL Y PROSIECT: / PROJECT TITLE: The influence of visitor's attractions in Urban tourists destinations compared to Rural destinations.

***THIS FORM IS TO BE AMENDED AND ADAPTED AS NECESSARY**

Dear Participant:

My name is **XXXX** and I am studying in the School of **XXXX**.

I would like to invite you to participate in my research project. This project will xxx and aims to xxx

*Attached to this letter is a short questionnaire developed by XXX which will assess XXXX. I believe your opinions will be extremely helpful to me.

Through your participation in the questionnaire and/or interviews, I hope to ascertain XXXX.

All questionnaires will be kept strictly confidential to the researchers involved and at **NO** time will individual questionnaires be released to the general public. This gives you a chance to express your views on your programme a confidential and anonymous forum and still be able to make a difference. Your participation in this study is completely voluntary so you can withdraw from the questionnaire at any stage.

Our questionnaire should take about XXX minutes to complete, but there is no time constraint. There are also no right or wrong answers. Attached to this letter along with the questionnaire is XXX (e.g. an instruction sheet / a consent form / a feedback sheet). As this is a new project, your feedback is also important to us and we would be much obliged if you could also complete the feedback sheet along with the questionnaire. We understand that your time is at a premium but your opinions are very valuable to us.

After careful and precise analysis of the data obtained from this questionnaire, I will be happy to provide you with a copy of the findings at your request. The results of this questionnaire will hopefully enhance my understanding of XXXX and will be stored on XXX. The results of the research will be fed back to XXX.

We thank you in advance for your time and participation. If any questions do arise, feel free to contact me at your convenience.

ENW A CHYFEIRIAD YR YMCHWILYDD	NAME & ADDRESS OF RESEARCHER
	Abigail Curtis-Tovey 10, Lewis Lewis Avenue, Blackwood Gwent NP12 1JG

Dissertation Research Proposal

A Critical Analysis of Female Participation and The Sporting Pathway Within The Welsh Rugby Union.



(Welsh Rugby Union, 2014).

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Dissertation Proposal

1.1 Rationale

The aim of this dissertation is to analyse female participation levels in Welsh rugby and the specific female sporting pathway within the Welsh Rugby Union. An evaluation of the player pathway available to females in Wales will be assessed; whilst comparing and contrasting against pathway models from other countries, specifically those who have a better success rate in women's rugby. Rugby is no longer a sport just for males; women's rugby is one of the fastest growing sports in Britain (Riach, 2014; Gillespie, 2012). The Welsh Women's Rugby Union employs distinctive development officers whose role is to encourage more girls to play rugby. Women's rugby in Wales is continuing to gain acknowledgement having qualified and consequently achieving eighth place in the recent 2014 Women's Rugby World Cup; the highest ranking to date (IRB.com, 2013). In history female participation in sport has made crucial advancements by empowering women and girls whilst progressing for gender equality (United Nations, 2007). This dissertation will acknowledge the barriers still faced by women in rugby and whether or not the pathway offered to them can be improved.

1.2 Background and Literature Review

The history of women's rugby

In Wales rugby can be described as "the people's game" encompassing all, exceeding boundaries and is part of the country's National identity (Howe, 2003). This differs from their English neighbours who first developed the game in the 1800's for the enjoyment of the male middle-upper class. However the expression "the people's game" can be refuted by many, in Wales as mass participation in the sport by women has only become popular within the last 20 years (Howe, 2003). Women's rugby in Great Britain was first played at a professional level in the 1970's and has lived in the shadows of the men's game for many years (Rule, 2012; Rugby Football Union, 2014).

Women's rugby is now in a position to rival their male counterparts, holding its own tournaments including RBS Six Nations and Rugby World Cups. The First Women's Rugby World Cup was held in Cardiff, the capital of Wales in 1991. It was the introductory and success of this tournament that paved the way for Women's rugby (International Rugby Board, 2013).

Barriers faced by women in sport and rugby

In 2013 Helen Grant MP was appointed Minister for Sport and Tourism; she states "*I am ever more determined to see women enjoying sport; playing, watching and working in sport, free from unnecessary obstacles or social prejudices*" (Department for Culture, Media & Sport, October 2014). Women face emotional, capability and opportunity barriers in sport; yet in a survey carried out by Sports England in 2011 12 million women stated that they wished to play more sport (Sports England, 2011-2012). In a 6 year strategy published by Sports Wales

women's elite rugby was given targets to show continual improvement from tournament to tournament with continual investment from the WRU and Sports Wales (Sports Wales, 2010).

It has been suggested that with more women than ever before participating in contact sports the inequality between the sexes would elapse (Howe, 2003; Carle & Nauright, 1999). As with other contact related sports women who play rugby are seen to lose part of their femininity and symbolise masculinity, indicating that equality within the sport of rugby is disproportionate (Howe, 2003). Girls should have the opportunity to believe sport can be a career. However, there is still a huge difference in the levels of commercial investment into men and women's sport; only this year (2014) were the England's Women's rugby players provided with contracts that meant they could financially focus on rugby fulltime (Department for Culture, Media & Sport, October 2014).

Women's Rugby in Wales

Currently the WRU pathway model allows girls and boys to play together until the age of 13. Given that a third of girls are unhappy with their body it is possible more girls would continue to play if they stopped playing with boys at an earlier age (Department for Culture, Media & Sport, October 2014).

As an employee of the Welsh Rugby Union and appointed the Women's and Girls Development Officer in the Cardiff Blues region. The knowledge and differences between male and female rugby which has already been learnt for the purpose of the job has led to a desire to examine, for the purpose of this dissertation the reasons for female participation in sport and rugby being lower than that of males.

Caroline Spanton is soon to be appointed the WRU National Women's Rugby Manager in 2015. Caroline will be *"developing all levels of women's and girls' rugby, up to and including the national team, and creating a greater equality of opportunity within rugby"* (Jones, 2014). WRU Head of Rugby described her appointment as significant part of a crucial strategy as a rugby department (Jones, 2014). In partnership with Sport Wales Ms Spanton was chosen to transport enthusiasm and initiate a strategic area of growth for the WRU in women's and girl's rugby (Jones, 2014).

1.3 The Aim and Objectives

"The aim of a study is to clearly articulate what it is you wish to accomplish" (Munhall & Chenail, 2008). The aim of this dissertation is to achieve a critical analysis of female participation and the sporting pathway within the Welsh Rugby Union.

With the intention of classifying and acknowledging the barriers to females within rugby in Wales; comparing and contrasting with other sports and current rugby player pathways in different countries.

In order to achieve the specified aim three research objectives have been set. These as stated by (Clough & Nutbrown, 2002) are objectives from the original question; removing any obstacles leading to superior specificity. The three objectives are as follows –

- 🚩 Objective 1 Identify current barriers and retention challenges for female participation in sport.
- 🚩 Objective 2 Evaluate pathway models for female participation in rugby.
- 🚩 Objective 3 Design a pathway model to increase female participation and improve retention within the Welsh Rugby Union.

2.0 Research Methods

Research can be defined as “*a scientific and systematic search for pertinent information on a specific topic*” (Kothari, 2006). The research process can be exemplified further by (Saunders, Lewis, & Thornhill, 2009) as shown below in the ‘*Research Onion*’.

The study will be cross-sectional which involves gathering information from a certain group of people at one point in time. There will be no follow up questionnaires or interviews with the same participants (Bajpai, 2011). An inductive approach will be used; the benefit of this approach is that it does not rely on hypotheses and allows theories to be built on data collected (Crowther & Lancaster, 2008). This will be followed by the interpretive philosophy which allows the data to support the conclusion.

Having work contacts with individuals in the WRU women's community workforce, it permits questions to be asked and data collected supporting the research methods used. Using an inductive approach interview questions will be open ended and particular to their positions which will provide in-depth findings aimed at this dissertations objectives.

Holding the position of assistant and team manager for the Senior Women's and the Under 18's Cardiff Blues Girls teams accessibility to female rugby players will be more readily available. The questionnaire will be semi structured in order to compare information but also collectively encompass personal opinions and thoughts.

2.2 Data Analysis

The procedure of data analysis contains calculating numerous summaries and resulting values from the particular assortment of data (Berthold & Hand, 2007). Interviews will be recorded, partnered with field notes. An analysis of their responses will be made with respect to the current position regarding female participation and pathway structure in women's rugby in Wales.

Answers from the structured questions in the survey will be put into Excel and percentage charts will be made to summarise the data. The unstructured answers will be placed into two categories those with positive and those with less positive thoughts. This will produce a broad spectrum of data. All research gathered via interviews and questionnaires will be connected in order to find a medium to move forward.

2.3 Limitations

Consent will need to be given in the case of each questionnaire and interview so that the material gathered can be used for the purpose of this dissertation. *"Judgement has to be exercised when deciding how the researcher ought to conduct him/herself if faced with moral choices during the research process"* (Gregory, 2003).

Questionnaires will be personally sent to female players over the age of 16 so as to be completed individually and not in mass groupings; this will help encourage honest responses. The first sentence will inform the players that they do not have to participate if they do not wish to. The respondents must confirm they are over the age of 16 before continuing with the questionnaire. All questionnaires will be dealt with in the strictest of confidence. Assurance

of confidentiality has been proven to be more operative in motivating responses (Singer, Hippler, & Schwarz, 1992).

Interviews will be conducted face to face in a private area; if the respondent wishes to be anonymous their name and job title will not be made exclusive. In the questionnaires and interviews questions will be concise to avoid any misunderstandings which could potentially lead to bias data (Denscombe, 2007).

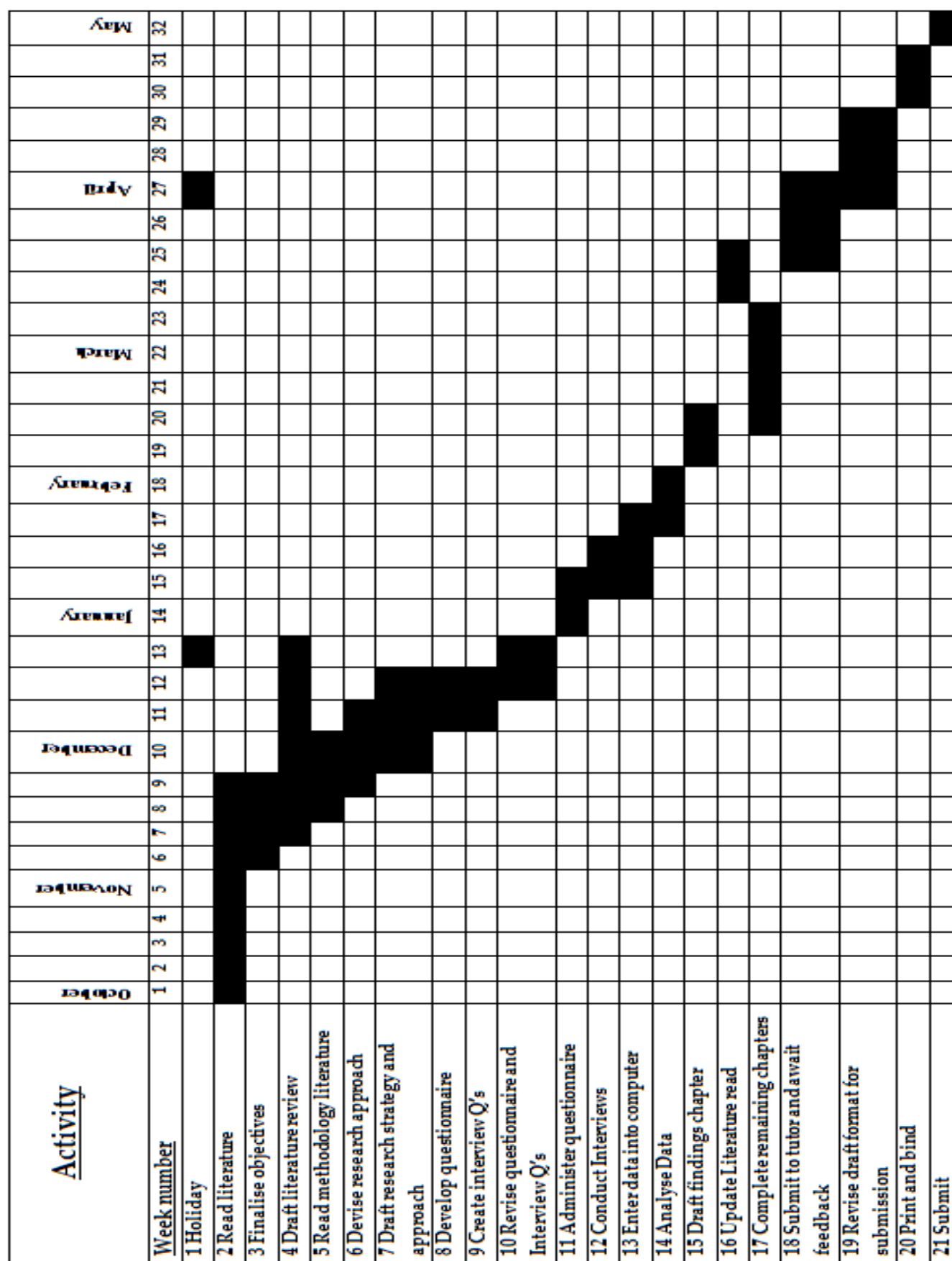
3.1 Resources and Planning

The research and planning undertaken are a vital part of any research project (Armstrong, 2006). When conducting this study a various number of resources will be used to gain an understanding for the set aim and objectives. Both theory and practical measures will be undertaken. Resources such as the internet, articles and libraries will aid my investigation. Business associates within the WRU Community Development team will enable primary research with interviews and with access to female rugby teams questionnaires will be used.

The intentional planning process will outline the proposed actions to be taken including activities undertaken and their anticipated time scales (Armstrong, 2006). A Gantt chart will be used to improve time management. This chart will aid the activities and research to be completed and gathered in the appropriate time scales given. *“Effective time management has many benefits. These include a reduction in wasted time, mitigation of work overloads and higher levels of personal productivity”* (Harvard Business School, 2005).

*Please find on the continuing page a Gantt chart delineating the dates that will be followed.

3.2 Gantt chart



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5.0 Appendices

5.1 Prospective survey questions

Do you give your permission for the information given in this questionnaire will be used in relation to a dissertation in order to gain insight into female rugby in Wales?

Please confirm that you are over the age of 16 before continuing?

This questionnaire will be dealt with in the strictest of confidence, your name and personal details will not be attached to your answers.

What made you choose to play rugby over other sports?

What barriers have you faced whilst playing rugby?

Are you happy with the current rugby player pathway available to females in Wales? Yes or No

What changes would you make to the female player pathway, if any?

Why in Wales do you believe girls are put off playing rugby?

The current player pathway allows girls and boys to play rugby together up until the age of 13, is this age too old? Yes or No?

If Yes why?

Prospective interview questions

Do you give your permission for the information given in this interview to be used and analysed for a research project in order to gain insight into female rugby in Wales? YES or No

Please confirm you are over the age of 16 before continuing?

Do you give your permission for both your identity and job title to be used in this study? YES or NO

What obstacles do you believe female rugby players face in Wales?

Do believe females are on a level par with men in rugby regarding facilities and equipment?

Do you believe the structure laid out for female rugby players to become professional is as accessible to them as it is to their male counterparts?

What changes would you make to the current female rugby pathway that would encourage and retain more participants?

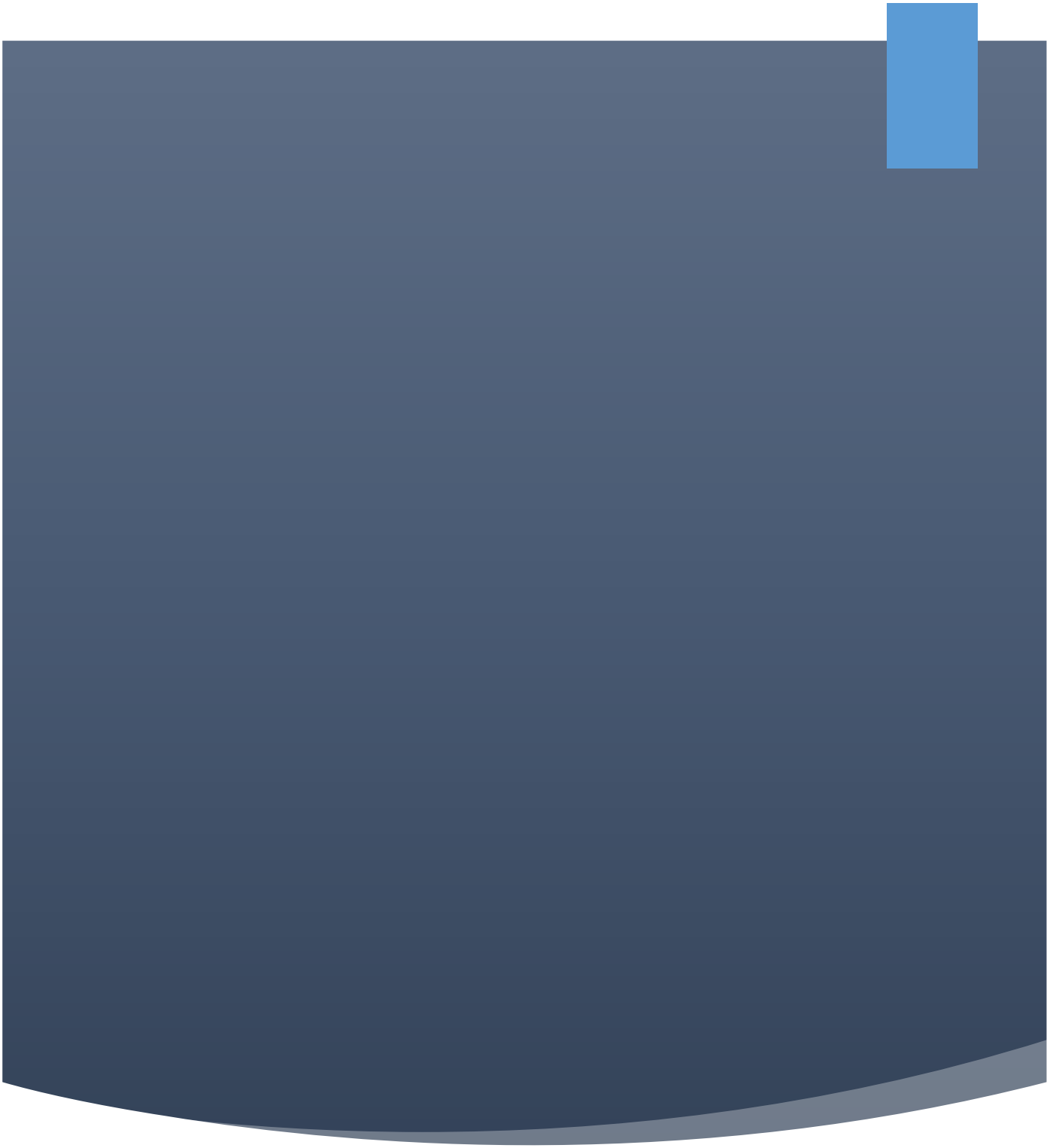


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An analysis on the effect of mega sporting events on the environment:

1. Rationale:

Mega sporting events such as the Olympics and the FIFA World Cup are *“so large that they affect whole economies and reverberate in the global media”* (Westerbeek, et al., 2006). With the world’s media looking on, these events must be seen to be behaving in a responsible manner and this includes being accountable for their adverse impacts on the environment (Raj & Musgrave, 2009). The environment can be defined as *“the sum total of all conditions and influences that affect the development and the life of all organisms on earth”* (Kumar & Kumar, 2009).

There is a growing worry in the world regarding climate change as shown by the latest, annual United Nations (UN) Climate Change Conference held in Bonn (United Nations , 2014). UN Secretary General Ban Ki Moon has shown his worry for this by calling a summit in Warsaw, Poland in September of this year. The Intergovernmental Panel on Climate Change (IPCC) has recently produced a report outlining what is happening and what is needed to be done to curb these mounting concerns (IPCC, 2014).

Huge emphasis is being put on sustainable energy sources as well as sustainable event management as shown when the first World Conference on Sport and the Environment in 2001 called for increased intensity on employing environmental, social and economic sustainability (UNEP, 2001). This has led to sports events being under heightened environmental scrutiny (Westerbeek, et al., 2006).

Sustainability comes from the idea of sustainable development which can be defined as *“A process of change in which the exploitation of resources, the direction of investments, the orientation of technological development and institutional change are all in harmony and advance both current and future potential to meet human needs and aspirations”* (World Commission on Environment and Development, 1987).

Research suggests that large scale sports events undoubtedly contribute to CO₂ emissions (Spanne, 2014) as well as other environmentally damaging factors (Westerbeek, et al., 2006). This paper aims to look at the effect that major sporting events have on the physical environment and whether there are any ways to reduce their negative impacts. **No table of contents entries found.**

2. Environmental impacts of mega sporting events:

These mega events are about celebrating the best athletes in the world at what they do as well as showcasing the sport/s to global audiences (International Olympic Committee, 2013) (FIFA, 2014). However, hosting major sporting events that run for a month or so such as the FIFA World Cup and the Olympics can have substantial and detrimental ecological effects on the host nations eco systems and natural environments (Collins, et al., 2009), even one day events such as the FA Cup final can have negative impacts (Collins, et al., 2007).

2.1 Carbon emissions:

Brazil 2014 was supposed to be the “greenest world cup ever”, made even more poignant by the fact that it is home to the Amazon rainforest, the largest in the world and ranked number one for bio-diversity (Spanne, 2014). Environment Minister Izabella Teixeira said that hosting the event would directly add 59,000 tonnes of carbon to the atmosphere and indirect emissions set to be around 1.4 million tonnes. This is a considerable amount but is only half the emissions of the London 2012 Olympics (Goltv, 2014).

2.2 Loss of eco systems:

The host nation for the 2014 FIFA World Cup, Brazil has many ecological worries such as deforestation and has been trying to tackle these with the restoration of eco systems and rain forests such as the Riparian forests in Sao Paulo (The World Bank, 2014). As well as illegal logging there has been an escalation in legal deforestation due to land being sold off by the government (Laurance, et al., 2001). The building of a Stadium in Manaus (Arena Amazonia) for the World Cup, which is unlikely to be used very much again, at the cost of \$300 million is thought of as a waste of “time and money” (Borden, 2013) and has contributed to a loss of hikhivy7£\$%.

2.3 Sustainable event management trends and advances:

The London 2012 Olympic Games has been heralded as the “most sustainable Olympic Games to date” (Royal Geographical Society, 2012). Professor Alan Brimicombe (2012) explains that this is due in part to its successful rebranding and use of existing facilities such as the O2 Arena and Wembley Stadium (proving that not everything must be built anew). The Olympic Park is also praised for its blackwater treatment and usage, its use of contaminated soil from on site and its use of resources and construction methods which incorporated advances in HVAC (Heating, Ventilation and Air Conditioning) (Royal Geographical Society, 2012). These practices

not only help reduce energy expenditure but can benefit companies economically (UCLA Facilities Management, 2014).

2.4 Negative impacts of tourism:

Tourism impacts on the environment include the construction of facilities and therefore the loss of natural habitat. The depletion of natural resources such as fresh water due to the increased demand at event time can put a real strain on systems (UNEP, 2014). Pollution, including air emissions, waste and littering will also increase at event time and if it is a mega event with a long duration this will be magnified.

2.5 Land regeneration and legacies:

Cities that bid to host major sports events often promote the need to build new facilities while at the same time regenerating an underused, derelict or poor region of the city (Masterman, 2009). An often used example of this working well is Barcelona 1992, where the regeneration is cited as having huge economic benefit to the city due to increased tourism (Bond, 2012).

Economic benefit can be one positive of building new facilities and regenerating land, but this needs careful future planning and management (Bowdin, et al., 2006).

3. Aims and objectives:

The dissertation will seek to analyse the impact of recent global sporting events on the host community. It will also look at key aspects of sustainable event management, how they are implemented and what more could be done to help promote “green” event management. Recommendations will also be given.

Gathering public perceptions of sporting event impacts on the environment is also an integral aim of this research proposal.

The objectives set need to be precise and attainable in order to gather the relevant research data that the author requires (Lewis, et al., 2007).

3.1 Objectives:

- Analyse the impact of major sporting events on the physical environment.
- Highlight best practice in relation to sustainable event management.
- Identify key recommendations in relation to the planning of future global sporting events.

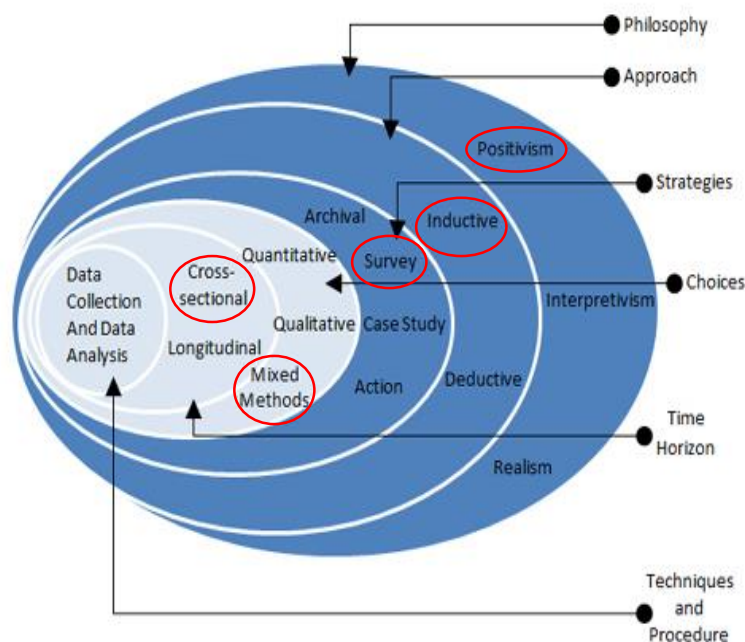
In order to ensure that aims and objectives are met, the author will need to use a range of data collection methods.

4. Research Methodology:

Here, the author will outline the framework from which they will conduct their research.

Collins (2009) explains that the rationale for doing academic research is to inform the researcher on a certain subject area. The design of this research must be suitable to the research needs and help the author achieve the papers aims and objectives (Bryman & Bell, 2011). Saunders et al (2009) formulated a model known as the 'research onion' by which researchers can check the rationality of their proposed research approaches as they go through each 'layer' of the onion. The author will use this as a pathway and justify each choice.

Research onion:



(Saunders, et al., 2009)

4.1 Research design:

Here the author will give reasons for their chosen pathway:

Cross sectional – Chris Gratton and Ian Jones (2004) describe a cross-sectional approach as the most common design especially in sport related research. This design takes a sample from the overall population and is only collected once, usually in the form of questionnaires or surveys. This is a good approach for the purposes of this

research as it will help determine a wide range of people's perceptions regarding the impact of sports events on the environment.

Mixed methods – This, as the name suggests, is an approach that incorporates a few different methods to obtain data (Bryman & Bell, 2011). The author plans to use a mix of surveys, interviews and a literature review to come to conclusions. Although mixed methods research has been questioned for it being in its adolescence and confusing to some traditional researchers (Leech & Onwuegbuzie, 2009), the author feels it is to their benefit to utilise all available and appropriate techniques.

Survey – Conducting surveys is the way the author plans to collect people's perceptions of major sporting events impact on the environment.

Inductive – This approach follows data gathered (Saunders, et al., 2009) and will allow the author to investigate.

Positivism – This philosophy will allow the author to make sense of what data there is available objectively. The research undertaken will in no way be affected by the researcher and Saunders et al. (2009) states that it is highly appropriate for the aim of this research.

4.2 Research limitations:

There should be no real constraints to the research that the author aims to gather. However, there is always room for people to deceive and withhold information when conducting interviews and surveys.

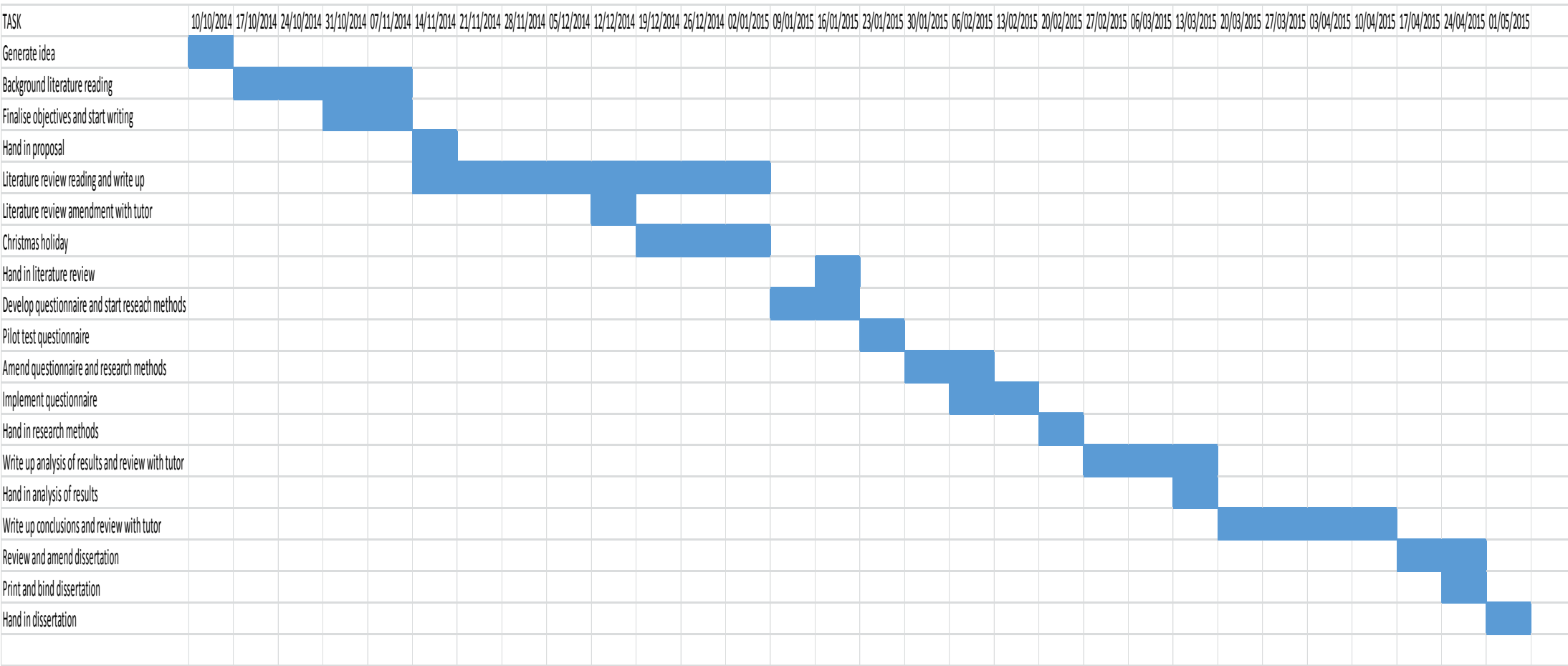
There are no ethical considerations regarding this paper.

5. Resources and planning:

Resources to be used in this dissertation include the use of books, journals, reports, government legislation and credible websites. These can be obtained from libraries, book shops and the internet. Literature read must be relevant to the subject matter, aims and objectives (Oliver, 2012).

The internet can be a useful tool in gathering data, however sometimes this can be difficult and the sources of some data can be questionable (Saunders, et al., 2009).

Below is a Gannt chart outlining the tasks that need to be completed and what the time frame is for their completion:



Gannt chart for dissertation

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Research Proposal

Title: An investigation into Tesco's Loyalty Scheme: Can Loyalty Schemes Really
Make Customers Loyal?

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1. Background Literature and Research Aim/Objectives

Tesco

The BBC (2013) reported that at its peak [one pound in every seven](#) spent in the UK went into a Tesco till.*

“It's the UK's biggest retailer by sales and also the nation's biggest private employer, with more than 330,000 staff working in 3,146 stores. Pre-tax profits are in the billions and its achievements and failures make national, often international, news”
(Winterman, 2013)

Tesco was founded in 1919 by Jack Cohen. He began by setting up a market stall in London's East End. Since 1919 Tesco as a business has grown and now operates in 12 countries worldwide (Tesco, 2014).

Tesco launched their first customer loyalty scheme in 1963. The Green Shield Loyalty scheme was a scheme where customers collected stamps at the checkout on each visit. Stamps collected could then be exchanged for goods from Tesco catalogue (Tesco, 2014).

Loyalty Schemes

There are a number of purposes for customer loyalty schemes, the main one being to gain and retain loyal customers. “A customer loyalty scheme's primary purpose is to build a relationship with customers that turn them into long-term loyal customers. The second main goal is to attract new customers through loyalty schemes.” (Butscher,

2002, p. 39). An example of this would be satisfied loyalty scheme members increasing their word of mouth advertising through positive loyalty scheme activities, such as cause-related promotions- “In the computer for schools initiative, Tesco boosted customer loyalty and attracted new shoppers to its store by rewarding customers with vouchers that could be redeemed to help local schools obtain free computer and computer equipment.” (Egan, 2014).

Tesco’s most successful scheme is the club card scheme, this was launched in 1995, and this scheme offers customers 1 point for every £1 they spend at Tesco. Customers can then exchange these points for vouchers to spend in store for example 500 points can be exchanged for a £5 voucher. (Cristie, 2013)

The telegraph (2013) states that Tesco currently has 16.5 million active club cards, however the report also suggests that customers are using their loyalty cards less.

“This was borne out in a survey by payment provider WorldPay, which found [8 million consumers making less use of their loyalty cards today than a year ago.](#)” (Cristie, 2013)

Tesco recently launched a new scheme called the fuel save scheme, Tesco describes this “scheme as an “industry first” initiative to save shoppers money on their fuel purchases.” (Yeomans, 2014)

Another loyalty scheme recently launched by Tesco was the Tesco Price Match. Here products are price matched to other major Supermarkets and if the customer could have purchased the products cheaper elsewhere. Tesco would refund the difference at the till.

Customer Retention

Customer retention can be defined as “an assessment of the product or service quality provided by a business that measures how loyal its customers are. Customer retention statistics are typically expressed as a percentage of long term clients, and they are important to a business since satisfied retained customers tend to spend more, cost less and make valuable references to new potential customers”. (businessdictionary , 2014).

Forbes 2012 state customer retention plays a major role in a company's growth, and present a few notable statistics from large organisations. “According to [Bain and Co.](#), a 5% increase in customer retention can increase a company's profitability by 75%. [Gartner](#) Group statistics tell us that 80% of your company's future revenue will come from just 20% of your existing customers. One final statistic provided by Lee Resource Inc. stated, *attracting new customers will cost your company 5 times more than keeping an existing customer.*” (Forbes, 2012).

2. Aims and Objectives of this Study

Research Aim

The aim of this dissertation is to critically analyse Tesco Customer Loyalty Scheme and its effectiveness in retaining customers.

Research Objectives

The Research objectives are as follows:

1. To conduct an extensive literature review on the Tesco Loyalty Scheme
2. To produce primary research of investigations to evaluate the importance of the Loyalty Scheme to Customers
3. To use Secondary Research to understand the information already written in regards to Tesco and their loyalty scheme.

3. Research Methodology

Research can be described as the systematic, controlled, empirical and critical investigation of hypothetical propositions about presumed relations among natural phenomena (Matthews & Ross, 2010)

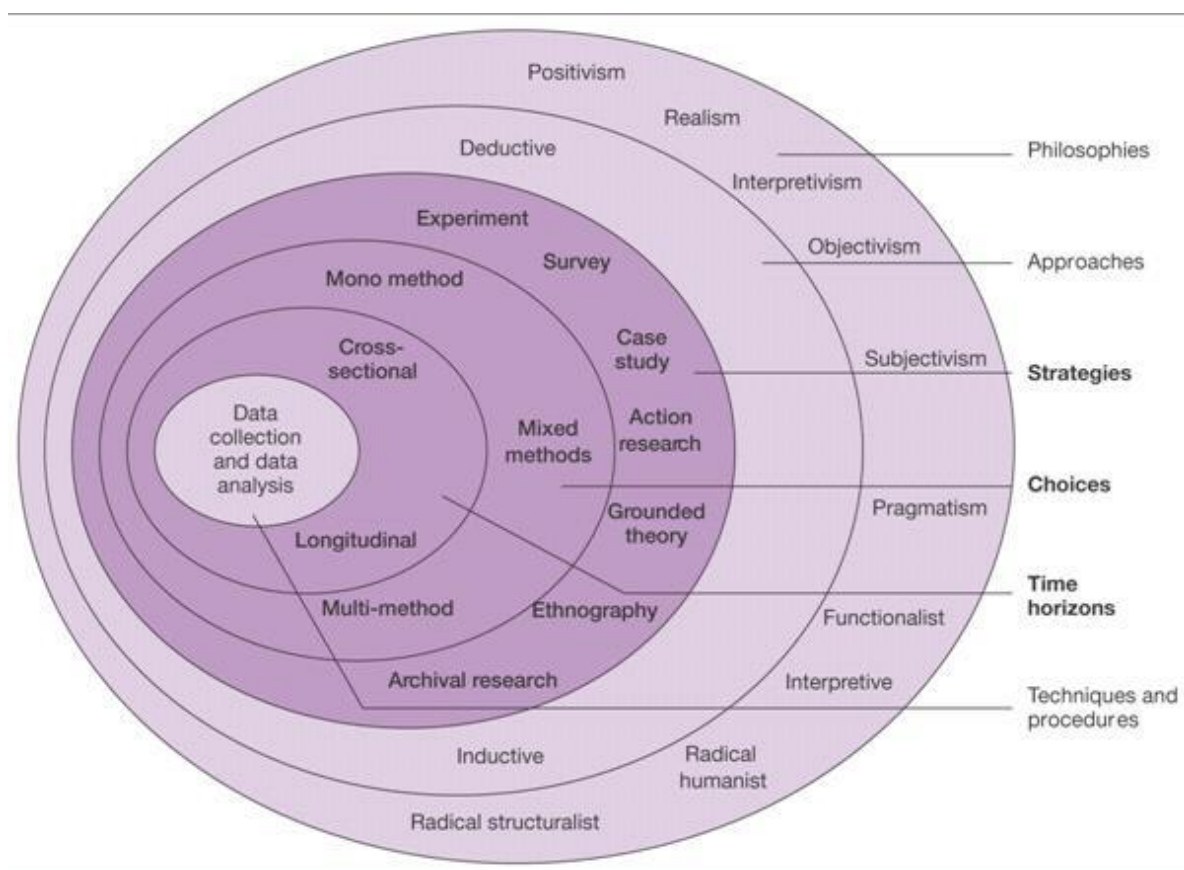
Kumar (2008) defines research as an “intensive and purposeful search for knowledge and understanding of social and physical phenomena.”

These definitions show that the term research is used lightly for a wide range of meanings.

However Walliman (2005) argues that many of the everyday uses of the term 'research' are not the true meaning of the word research. As part of this, Walliman highlights ways in which he believes the term is used incorrectly:

- just collecting facts or information with no clear purpose;
- reassembling and reordering facts or information without interpretation;
- as a term to get your product or idea noticed and respected.

Cohen et al (2007) suggests that the Research Methodology refers to the research process. It is seen as a "way to systematically solve a research problem" (Kumar, 2008). Saunders et al (2007) has illustrated the research process in the form of an



onion, known as the research onion. This Research Onion will be used as guide to accomplish the research aims and objectives.

Figure One. The Research Onion. Saunders et al (2007)

Data Collection Methods

There are a number of data collection methods; the following represent the major alternative research methods with regard to data collection:

- Secondary data collection,
- Case studies,
- Experimentation,
- Observation/ethnographic,
- Interviews and surveys.
- Action research

(Lancaster, 2007)

“The rise in internet usage and computer-mediated communication has also had an impact on the research community (Wright, 2005). (Anthi Katsirikou, 2010). Due to this an increasingly popular data collection tool is online questionnaires. For the purpose of this dissertation online questionnaires will be used to determine whether Tesco’s clubcard plays a part in its customers being loyal. This will be achieved by asking customers of Tesco to complete the questionnaire by posting it on Tesco’s Facebook page. The questionnaire consists of both open and closed questions, meaning combining both quantitative and qualitative data.

There are a number of advantages and disadvantages to using online questionnaires. “According to (Wright, 2005; O’Neill 2004) The most apparent advantage being cost, time and the removal of geographical and temporal boundaries”. (Anthi Katsirikou, 2010). The major disadvantage to this type of data collection is “there is the element of bias that is introduced (O’Neill, 2004)” as not everyone can access the internet. (Anthi Katsirikou, 2010).

Both primary and secondary data collection will be used for this dissertation. Primary data will be collected through questionnaires specifically for the purpose of the dissertation to determine whether or not loyalty schemes really make customers loyal. Secondary data will also be obtained, using academic journals, credible websites, and text books.

The questionnaire will be aimed at anyone over the age of 18 that use the Tesco Club card Scheme. A recommended response from this dissertation questionnaire will be a minimum of 100. This will allow for more accurate data for analysis.

Ethical Considerations of the Research and Limitations

This dissertation will only use candidates over the age of 18. Before a participant will be able to answer the questionnaire they will have to confirm that they are over 18, this will help to ensure that no vulnerable children will be involved. This qualitative research dissertation will also be confidential and unbiased.

Data Analysis

The questionnaire for this dissertation will be done using Google doc. Once the information from the questionnaires has been received they will be compiled into qualitative and quantitative data in the form of charts and graphs.

4. Resources and Planning

There are a number of resources that can be used for investigation within this dissertation. The first resource that will be used will be the internet; it will be used to gather information and articles that will be able to aid in the investigation for the dissertation. The advantage to using the internet is that a lot of information can be gathered quickly, however not all the information on the internet is reliable so this would be a disadvantage. The main resource for this dissertation will be the university Library and Online Library, by using these resources all the information will be reliable and will give a detailed look into the areas that will be investigated.

In order to generate the questionnaire Google doc will be used.

For the planning of this dissertation a Gantt chart will be used. This will outline all the major dates and time scales throughout the dissertation. Please see Appendix for Gantt Chart.

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6. Appendix.