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Module: Research Methods

(BMTP5023)

This video presents the outcomes of my research into sustainable transport within tourism and event contexts. Due to limitations identified in Assignment 1, including the lack of ethical approval and feasibility of primary data collection, the study was revised to adopt a secondary research approach. The analysis is based on published academic literature, industry reports, and relevant policy documents. The presentation evaluates key challenges associated with transport-related emissions, behavioural barriers to low-carbon travel, and the role of event organisers in encouraging more sustainable mobility practices. All sources informing this research are acknowledged in the reference list and on the final slides of the presentation.

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