SEE 4060

Making informative decisions is a critical role of management. Research plays a crucial role in the information gathering process. Given the diversity, breadth, complexity and integrated nature of the Sports, Entertainment & Events industry and the wider hospitality and tourism industries, a variety of research methods and techniques are used to gather information to understand trends, customers, economic impact among others things.

Required:

1) Define the following terms:

   Qualitative research, focus group, case study, ethnography, content analysis, quantitative research, data analysis, survey research

   (40 points)

2) Find an article in the library database that utilized one of the following methods in gathering data (check the methodology section of articles)

   Ethnography, focus group, case study, content analysis, survey research - face to face or telephone interviews or questionnaires.

   Give a brief description of what the study you selected was about and how the study was conducted. (50 word minimum)

   (10 points)

One group member submits the above questions in U-Learn. Complete using a word document. Provide proper citation for question 2.
3) Complete this section using PowerPoint for presentation next class.

Determine an issue within the SEE industry on which you need to gather information to make a management decision. Select one of the above techniques as your research methodology. Evaluate and justify why this method would be most effective for gathering information on this issue. What challenges might using this method pose?

(50 points)

Slide One: Title page, names etc.
Slide Two: Define any two terms from question 1 except the one used in 3
Slide Three: Summary of question 2
Slide Four: What issue are you researching? (see question 3)
Slide Five: What research method will you recommend?
Slide Six: Justify your choice.
Slide Seven: What challenges might you face in using this technique?

PowerPoint presentation must also be submitted in U-learn by one group member.