

**Title:** Secondary Research

**Subject:** Research Methods

**Type of Paper:** Assignment

**Words:** 469

### **Secondary research**

Secondary data are materials already available and can be sourced internally or externally. (Malhotra et al, 2006)

Secondary data will be an important source of information as it provides an insight into the research that was carried out including theories and practices of handling and tackling seasonality in tourism. (Sanders et al, 2003)

### **Literature Review**

According to, Cooper (1998) there are many terms which sometimes are used interchangeably to label the activities these terms are literature review, research review, integrated research review, research synthesis, and meta-analysis, however the broadest term is literature review.

Literature review is an objective evaluation of your topic or situation, which means as you develop and evolve cluster and outline, you need to build into those activities an unbiased, objective consideration of your topic. (Paula.D, 2010), whereas Diane (2007) states that it is not only part of a published research paper that needs reading and citing, but also it introduces the problem, develops the background by providing a history of scholarly work on the subject, and ends with the purpose and the rationale of the study.

According to the World Travel Organisations (WTO, 1999) tourism is predicted to increase with future tourist arrivals growing to 1.6 billion by the year 2020 at an average rate 4.3%.

The concept of travel for education and learning is a broad and complicated area, which explains why tourism academics and industry have to date largely ignored this field. (Ritchie et al, 2003) The recent expansion in tourism related courses has over recent years to such an extent that it has been argued that those graduating in the next decade may have a difficulty finding employment

within industry (Evans, 1993) there has been discussion over the past decade about the provision and content of tourism education.

Futhermore, the 80% of undergraduate provision for tourism in the UK is now offered on a modular basis, which means typically that tourism is linked with related fields of leisure, recreation and hospitality, business or other studies. (Middleton and Landkin, 1996) Keiser (1998) concerns that as programmes in the hospitality and tourism industries seek greater legitimacy as a profession, it is necessary that educators be very specific about what they teach and research, and to which constituents they serve. Therefore, Middleton and Lankadin(1996) states that a key issue for tourism studies is likely to focus on how far the subject can not only retain, but also develop its coherence against powerful pressures for diversification and fragmentation. In fact many, tourism employers stress that key criteria for selecting graduates are general intellect and personality rather than degree subject (Airey,1999)

Tribe (1997) contends that tourism cannot be described as a discipline in its own right. This is further complicated by the interchangeable use of term's tourism, leisure and hospitality to describe industries, academic department and degree programmes. (Keiser,1998)