

# Sample research proposal on tourism project

[Sociology](#), [Communication](#)



## **Problem approach**

Destination images in Melbourne play a vital role in the tourism sector taking the perspective of the international tourist. According to Tucker and Hall, (2004), tourism can be considered as an industry where imagery is a critical element; “ its overriding concern is to construct, through multiple representations of paradise and imagery.” When the foreign tourist observes the images, they are able to learn different elements regarding the destination. However, the result of these images to an international tourist can be explained by some developed ideas and theories (Aramberri and Butler, 2005). According to these ideas and theories, the impact of the destination images can either be positive or negative.

Destination images are connected with the thoughts and feelings of a particular destination when an individual hears about the place. The images can, therefore, be represented as the dream perceived by the person when visiting a place. They are based upon ideas and thoughts of a place before even visiting that particular area.

The images portray either positive or negative impact on the perception of a particular destination. Some of the images communicate a negative value of tourism regarding Melbourne destination. Some of images representing Melbourne destination have faded over time, some of the images have poor resolution, and some are out-dated. The tourist could, therefore, think that the place is old-fashioned and, therefore, could lack the significant elements of modernity. As a result, this could reduce the level of tourism in the area because expectations do not reflect the reality. Thus, for an effort to build impressive and up-to-date images, the city authorities are can enhance the

images by making use of the advanced technology to capture the latest scene images. The images can be clear in terms of resolution and also less complex so that the visitor can be able to interpret the images easily. With the clear and advanced images, the accuracy of the tourists' perception about Melbourne can be increased.

## **Objectives**

Development of theoretical Conceptual Framework

Previous studies have indicated that there are several factors to be considered in order to realise the impacts of the destination images on tourism. In order to realise the impact of the destination images, these factors have to be considered. The relation between these factors and the impacts of the destination can be shown in the model below.

## **Research questions**

It is assumed that the aspect of the destination images affects the perception and expectation accuracy that results to a tourism boost in the region. Better and clear images communicate the value of the destination region hence attracting more and more foreign and local tourists.

## **Research questions**

What are effects that are associated with the Melbourne destination images to a perceptive of a foreign tourist? What are the factors that increase the perception and expectation of the destination images, and how can these factors be used positively to enhance tourism?

What are positive and negative outcomes of the destination images? How can images be used to enhance tourism at destination Melbourne? Research

## Design

The research design of this project aims to apply some of the basic instruments of data collection. Data collection methods that will be used involve survey, interviews and secondary data collection. The three instruments will be considered because they are easier and cheaper to apply in terms of cost and time. A semi-structured questionnaire with both closed and open questions will be utilized collect the relevant data (Morgan et al. 2011). This will be enhanced through dropping the questioners to identified international tourism at the destination or the online questioners. Secondary data will be collected through reviews of the document, articles, journals, city/government reports, and the prevailing literature relevant to the subject. Interview method will be conducted through telephone, where the respondent, such as city authorities will be contacted through telephoned. This instrument will be used because it has been proved effective in the developed countries and the industrial surveys.

## References

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