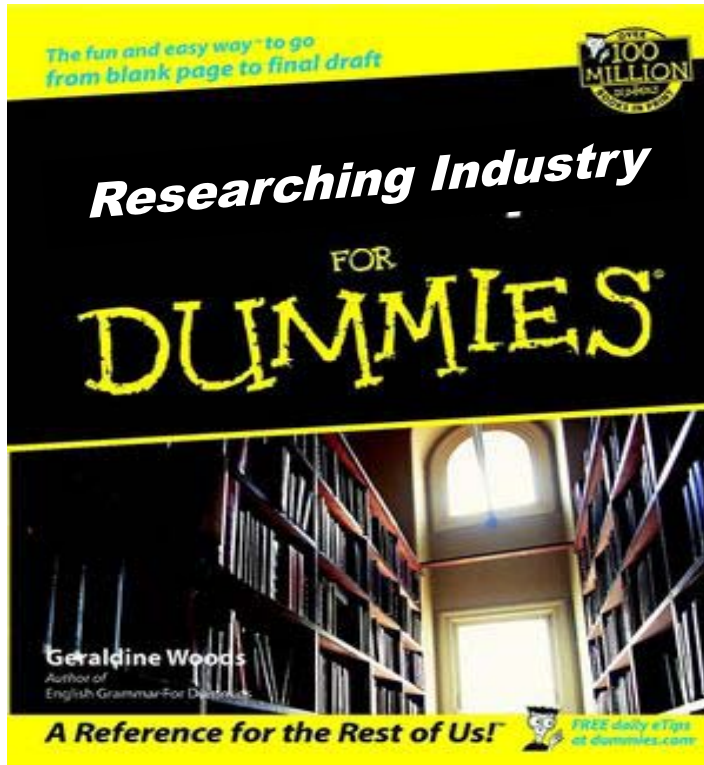


Industry Research Demystified!



Presented By

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International Tourism, Hospitality
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09-09-09



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The Beginning



Conceptions and Perceptions About Research

- Conducted by academics for academics
- Only undertaken at universities
- Language, graphs, tables, diagrams and multi-page reports that is only understood by academics
- Not practical and cannot be applied in the real world of applied vocations



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What Is Research?

Research is the collection of information to find answers to questions that will increase our knowledge and understanding

“Research is to see what everybody else has seen, and to think what nobody else has thought”

Albert Szent-Gyorgyi quotes (Hungarian Biochemist, 1937 Nobel Prize for Medicine, 1893-1986)



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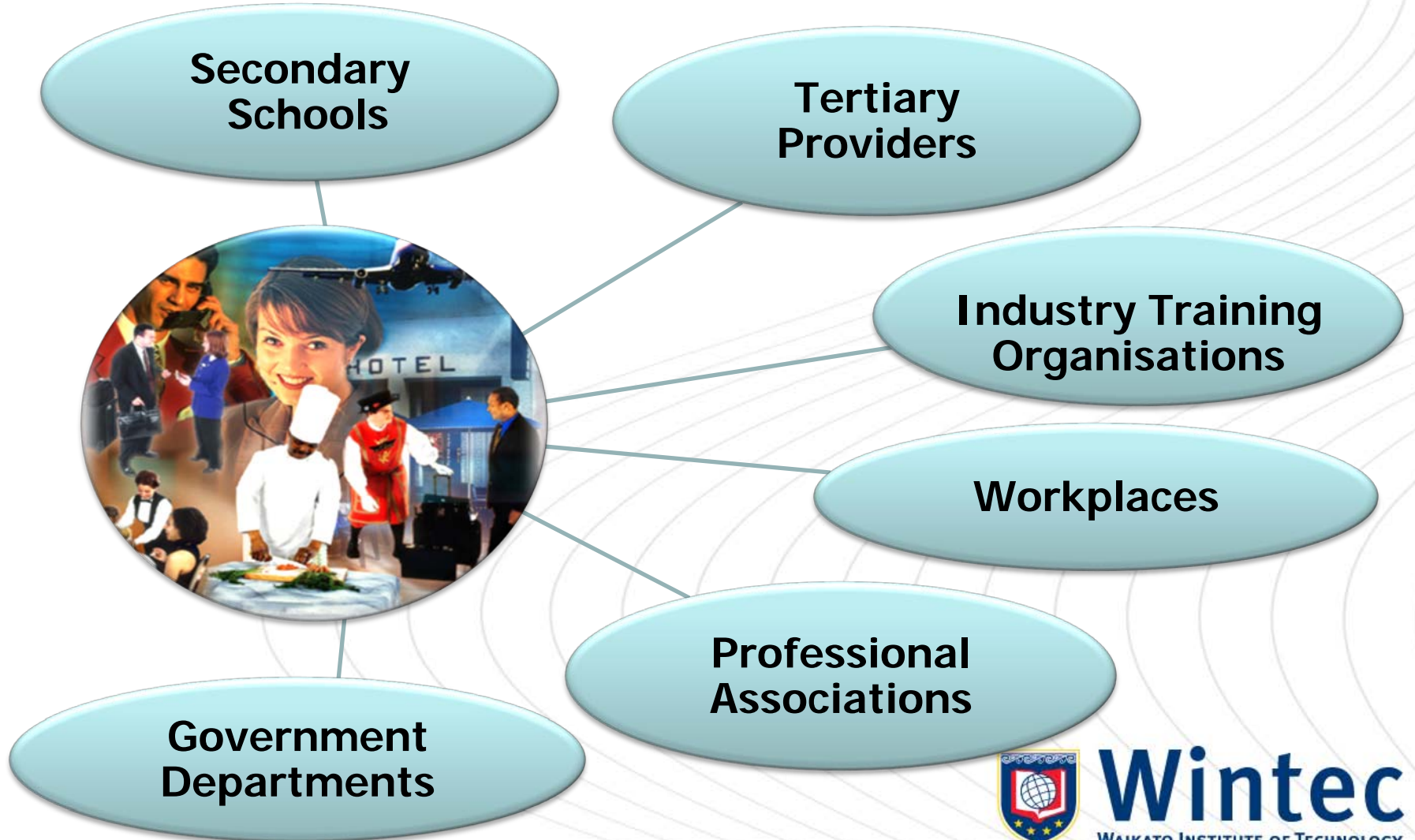
Why Conduct Industry Research?

To provide the “Players” with information that

- looks to the past to show the way of the future



Who





What Do You Research?

It all depends!

- Work with the players to identify the question they want answered or what knowledge and understanding they want to increase





Industry Research

An Authentic Case Study



**Researching the
hospitality industry is a
tough job**





© Royce B. McClure - www.artgame.com



How Did This Research Come About?

- HSI worked with hospitality industry sectors

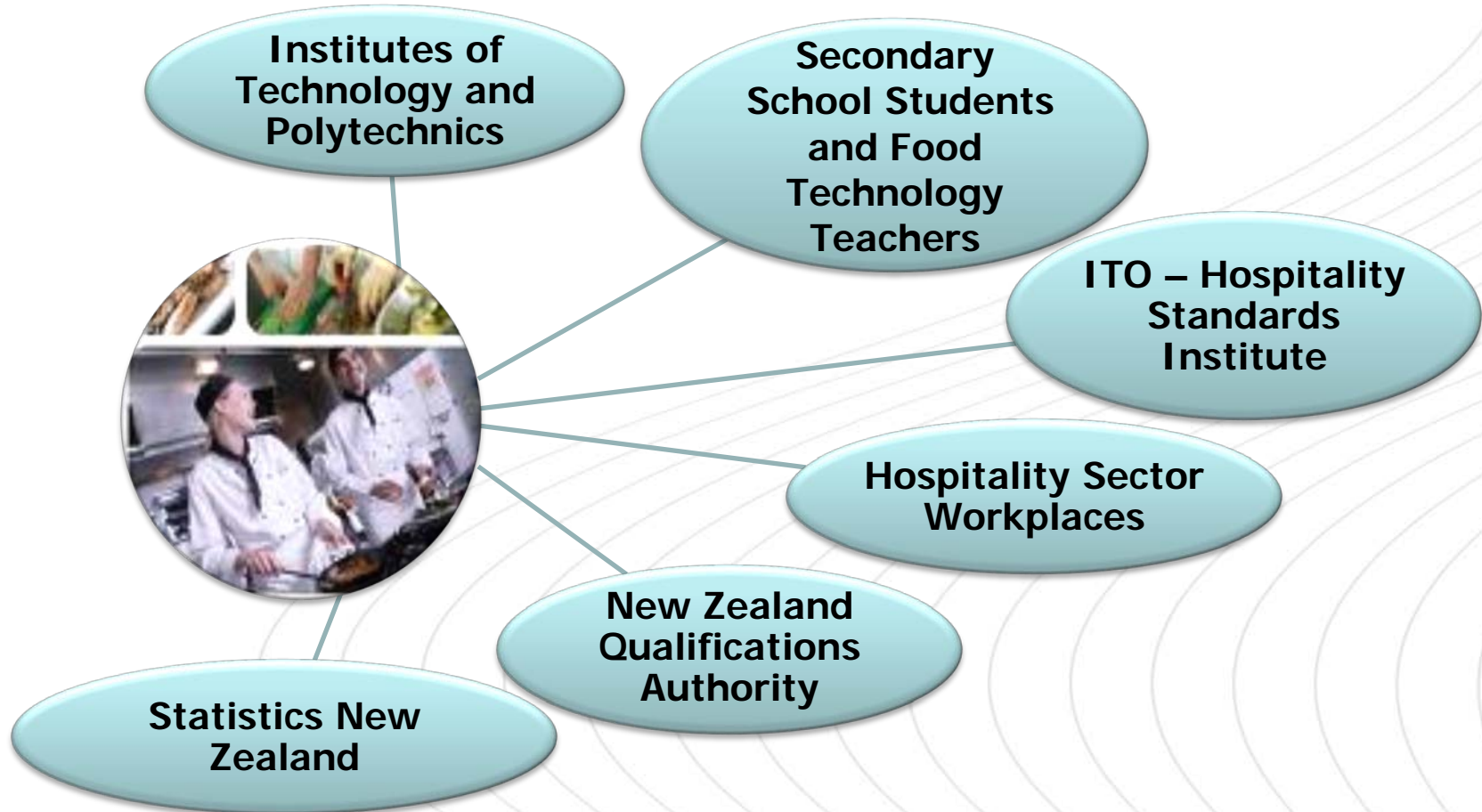
- Questions

- Expressions of Interest

- Funding



Who Are The Players In This Research?



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What Is The Research About?

- Maori and Pasifika Participation in Hospitality Training and the Hospitality Industry
- Pathways of Secondary School Learners to Further Hospitality Training



**Researching the dairy
industry is a mooving
experience**





Building a stronger community through education, research and career development



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Where Is The Research Being Conducted?

- Secondary Schools
- Hospitality Industry Sectors
- Institutes of Technology and Polytechnics
- New Zealand Qualifications Authority
- Statistics New Zealand
- Hospitality Standards Institute





When Is The Research Being Conducted?

- At times convenient for those involved!



Researching the creative industries is like watching paint dry







How Is The Research Being Conducted?

- E-questionnaires
- Face to Face Interviews
- Information gathering





Conclusion on Research

Building a stronger community through education, research and career development



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Questions and Answers



**Researching the plumbing
industry is a dirty job**





Building a stronger community through education, research and career development



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Just Remember Research Is Your Friend!

If we knew what it was we were doing, it would not be called research, would it?

Albert Einstein (1879 - 1955)

