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| **RESEARCH METHODOLOGY**   * *Consider how the aspects headlined below apply to the research that you have done* * *This table should cover no more than 2 pages of your final project submission.* * *Anything written in italics, including these instructions, is intended as guidance to you and can be deleted from your final version (this will give you more space to write your methodology!)* |
| **APPROACH**  *Qualitative, quantitative, mixed methods? Introduction of case study (if one has been used)* |
| *Provide here a justification of the approach (backed up by Research methods sources)*  *Mixed Methods A mixed-methods approach is ideal for exploring the complex and multifaceted aspects of sustainable equestrian tourism. It combines the depth of qualitative research with the generalizability of quantitative research. This approach is supported by Creswell and Creswell (2018), who argue that mixed methods provide a more comprehensive understanding of research problems than either method alone.* |
| **METHOD(S) CHOSEN**  *e.g. interviews, observations, desk research etc.* |
| *Provide here a justification of the chosen method(s) (backed up by Research methods sources)*  *Qualitative Interviews and Quantitative Surveys Interviews provide deep insights into personal experiences and perspectives, which is crucial for understanding the socio-cultural impacts of equestrian tourism (Bryman, 2016). Surveys, on the other hand, allow for the collection of data from a larger sample, making it possible to generalize findings and quantify impacts like economic benefits (Fowler, 2013).* |
| **DETAIL OF EACH METHOD** **USED**  *How many interviews? How long? How many surveys? When/where and how were they collected? Sources for the desk research? etc.* |
| *Describe here how you collected the data, in practice*  ***Interviews:*** *Conducted 10 interviews in person each lasting 20 minutes and via email, with a mix of equestrian tourism operators, local community leaders, and tourists.*  ***Surveys:*** *Distributed 50 surveys to tourists and local businesses in the equestrian tourism sector. The surveys will be collected over a period of 2 months through online platforms and in person.*  ***Desk Research:*** *Reviewed academic journals, industry reports, and government publications to gather secondary data on equestrian tourism impacts.* |
| **DETAIL OF RESPONDENTS**  *Sample (size, how was the sample chosen and why)* |
| *Include a table with key information about respondents if doing interviews*  ***Sample Size and Selection:*** *For interviews, 10 participants were chosen based on their involvement and experience in equestrian tourism. For surveys, a convenience sampling method was used, targeting tourists and businesses directly involved in equestrian tourism.*  ***Table of Respondents:*** *(Here, you should include a table with information like the role of the respondent (e.g., tourist, operator), their experience in equestrian tourism, and any relevant demographic data.)*   |  |  | | --- | --- | | ***Respondent*** | ***Role*** | | x5 Equestrian Tourist | Avid horseback rider, regular participant in equestrian tourism | | x3 Tour Operator | Owner of equestrian tourism company | | x5 Community Member | Long-time resident in village near equestrian trails | |
| **ETHICAL CONSIDERATIONS**  *Were these discussed with your supervisor? Did you make any changes after these discussions?* |
| Informed consent from all participants and guaranteeing anonymity and confidentiality in the reporting of data.  Informed consent - All participants will be fully informed about the nature and purpose of the study and asked to sign a consent form prior to interviews or surveys. Participants will be informed that involvement is voluntary.  Confidentiality - The identity and responses of all participants will be kept confidential. Interview recordings and transcripts will use pseudonyms and surveys will be anonymous. Data will be securely stored and accessible only to the researcher.  Data protection - Electronic data will be password protected and physical data stored securely to prevent unauthorized access. Data will be kept only as long as needed. |
| **DATA ANALYSIS**  *Briefly explain how you have analysed the data* |
| **Qualitative Data:** Thematic analysis will be used to identify patterns and themes in the interview data. This approach is in line with Braun and Clarke (2006), who emphasize its flexibility and applicability to diverse data sets.  **Quantitative Data:** Statistical analysis, will be performed on the survey data to identify trends and quantify the impact of equestrian tourism. |