Project 2 (30%) 6 students/group

Project Title- “Tourist’s expectations of what a tour guide should be“

Overview:

A survey of tourists at a famous tourist site in Bangkok. Yaowarat, Chinatown.

Meet at Hua Lamphong MRT between 10.00-10.45 to sign in at exit 1 downstairs. Places to visit;

Hua Lamphong main street   GPS- <http://tinyurl.com/mwvvwnf>

Sampeng market Soi Wanit 1 GPS- <http://tinyurl.com/nfejcof>

This survey is based on *tourist’s expectations of what a good tour guide should be* (in terms of knowledge, language ability, manners or otherwise). As a group, you must decide on a list of 10 questions to ask a sample of at least 10 different tourists of their expectations of tour guides in Thailand.

You must then create a *report* of your results and findings, using graphs, analysis and conclusion. There is no word limit, and you are free to interpret the results in any way you feel comfortable.

You must come up with the survey questions yourselves and include it in your findings.

Sign in and sign out will be required on this day which will form part of your grade.

Project steps:

**Step 1**- Decide on a list of 10 questions to ask the tourists in class (think of the type of results you want, in order to choose the right type of questions to ask). Consider the following types of questions;

* yes/no questions
* strongly agree/agree/neutral/disagree/ strongly disagree questions
* on a scale of 1-5 questions

**Step 2**- Survey a minimum of 10 tourists at the location on trip 1

**Step 3**- Create a mini-report based on the survey results. Include;

1. Introduction (*explain the aim of your project and how you undertook it*)
2. Results (*with graphs/tables/photos of your survey*)
3. Conclusion (*what you found from the project from your survey results regarding* *tourist’s expectation of what a good tour guide should be*)

The report should have text in it, but it is NOT AN ESSAY. You can present it in ANY CREATIVE WAY YOU WISH. **Ideally, it will be a combination of photos, text, pictures, graphs and creativity with a valid conclusion that links well to your results.** Make sure you keep everything relevant to the title.

Scoring:

Your score (out of 30) will be based on;

The survey questions, results, creativity, relevance, conclusions, team work and effort.

You will be a given a score out of 10 as a group, which will be multiplied by 3 to give you an overall score **out of 30**.

Submission:

You will submit the project at the end of the last class (November 7th). It must be printed out and handed in with your names on it.