HUMAN FIELDWORK INVESTIGATION

HYPOTHESIS:

Tourism has had a positive economic impact on Hornsea

Data Collection Methods:

QUESTIONNAIRE – *Primary, Quantitative and Qualitative, Random Sampling*

To find out people's perceptions of tourism on the area, the number of people employed in tourism, how much money people intended to spend.

LAND USE SURVEY – *Primary, Quantitative, Stratified sampling*

Investigate the volume functions and services aimed at tourists in the area and what the contribution to the local economy might be as a result.

EMPLOYMENT FIGURES – *Secondary, quantitative.*

To investigate the number of people employed within Hornsea and where possible employed in the tourist industry.

Location:

Close proximity to school so the data could be collected in one day.

Hornsea earns about £8million each year through tourism. There are many visitors all year round so we were able to ask many people to answer the questionnaire.

It was also easy to construct a land use survey as the town is big enough to show a variety of land uses

Risk Assessment:

RISK: Mugging, abduction, violence.

RESOLVE: Students given the school emergency mobile number, stayed in groups of a minimum of 3, stay within instructed areas and know where the teachers are located.

RISK: Road traffic accident

RESOLVE: Use official crossings, stay on the footpath, and take care when recording data. Stay in groups of a minimum of 3.

Evaluation:

Results were quite reliable as we asked a variety of people their thoughts. However, some people did not want to participate, therefore it could be improved by asking a larger number of people and visiting Hornsea on a weekend when there would have been a larger number of tourists.

The land use survey was reasonably reliable, however, the map wasn't always clear which building was which and the 'other' category was ambiguous.

My results and conclusions would've been much more reliable if I had been able to collect more secondary data, for example, on employment in tourism data for Hornsea, other council data e.g. amount spent on upkeep of tourist functions. This was difficult to find.

Conclusions:

We concluded that tourism is having a positive economic effect on Hornsea. A large proportion of the buildings were aimed at tourists and the questionnaire results suggested that residents believe tourism is positive and that tourists are spending a reasonable sum of money (£20+), which is then being invested back into the local economy.

Data Presentation Methods:

QUESTIONNAIRE: PIE CHARTS – easy to construct and clear to see if there is a pattern/any anomalies etc. However, they don't give exact data.

LAND USE SURVEY: ANNOTATED MAP – easy to identify patterns, however, it is often difficult to work out exactly which building is which and the 'other' section is ambiguous.