**Assessment Details**

**Module assessment question.**

1. **Secondary Data Analysis**

You will analyse a secondary database, produce and interpret the results and make recommendations to the organisation that has hired you. **This assessment is 1,000 words.**. All of the relevant files are on Moodle in folders entitled ‘Qualitative Data’

**Qualitative Data Base Analysis**[[1]](#footnote-0)

Bournemouth is a resort town on the south coast of England (<https://www.bournemouth.co.uk/>). It was significantly adversely impacted during the Covid-19 pandemic and the number of tourists remains low. Your team has been hired by Bournemouth City council to re-analyse data that had been collected as part of an Economic and Social Research (ESRC)-funded project in 2014. Your brief is to focus the analysis around the use of wellbeing, health and ‘feelgood’ strategies in hospitality organisations in the key areas of marketing, operations and managing staff. Using either thematic analysis produce a summary of your analysis and make recommendations to the council on how they can stimulate their hospitality organisations with the aim of revitalising the tourism sector in Bournemouth.

The qualitative databases are in two formats: 1. A word document reflecting the content of a workshop and 2. An excel document reflecting the content of semi-structured interviews. The interview schedule has been uploaded with the data files. You can conduct your analysis in word or excel.

The reports should be structured as follows:

1. Introduction **(100 words) [15%]**
2. Summary of analysis **(600 words) [60%]**
3. Recommendations and Limitations of the relevant methodology (ie qualitative) **(300 words) [20%]**
4. References **(4-5 academic references) [5%]**

1. These data were collected as an ESRC funded project. Project identifier: [10.5255/UKDA-SN-852010](http://doi.org/10.5255/UKDA-SN-852010). The link to the project is available at: <https://beta.ukdataservice.ac.uk/datacatalogue/studies/study?id=852010> [↑](#footnote-ref-0)