



## Undergraduate (BACHELOR) Program Sep. 2016 – Feb. 2017

### 1.) Module 1617-B43: Research Project on Consumers' Satisfaction

**Lecturers:** Prof. Dr. Uwe Rehling / Dr. Mrina Pradhan-Rehling; EOC (Indonesia)

**Date:** see semester calender

**ECTS:** 5 Credits                      **Total time load:** 125 hours

**Precondition:** participation in module B3 is compulsory.

### 2.) General Description of Seminar

Consumers have certain expectation when achieving a product – there is no difference between a manufactured item or a service like booking a holiday in Bali. Tourist destinations have a “branding” and visitors expect to find what they read on the internet or in glossy flyers of Travel Agents.

On the other hand also the manufacturers or service providers expect positive outcome of their efforts in producing an item or providing service at a tourist destination.

In a selected tourist spot on an Island in Bali Province the research group will explore consumers' satisfaction of

- Tourists visiting the island
- Local population as growing consumers group through more income in a changing economy from traditional farming to modern tourism industry.

For this the group will prepare and carry out a grass root research with two main aspects:

- Consumers' expectation has to be evaluated by preparing a catalogue about destination characteristics and potentials
- Consumers' experience visiting or living at the destination.

Satisfaction of visitors' is evaluated and the loyalty to re-visit the destination respectively on the other hand satisfaction as local provider offering the service for the modern economy.

For this “reality check” the study group will visit and stay in Jungut Batu Village on Nusa Lembongan Island outside the mass tourism of South Bali: it takes just a one hour boat ride to reach the neighbouring smaller island where tourism is in the phase of “take-off” but not yet overcrowded and where the islanders still have also traditional and non-touristic income generating activities.

Participants will work in groups and covering different key subjects which had been lectured in previous seminars, i.e. primary sector versus tertiary sector / sustainable development / value chain analysis / culture and tradition etc. and investigating different stakeholders, i.e. local population, visitors, investors, and businesses.

### 3.) Literature: will be provided

**Schedule of seminar week, remarks:**

- **Lecture (L)** is given by the lecturer, **Presentation (P)** is given by the students and **Group Work (GW)** or individual **Home Work (HW)** is a task for the students to be prepared within a certain time frame and results prepared in a presentation and/or as printed report / documentation / assignment.

Day	Session I 8:30 – 10.00	Session II 10:15 -11:45	Session III 12:00 – 13:30	Session IV or Homework 14:30 – open end
Preparation Phase	Preparation: basic reading on research methodology and consumers' satisfaction; Literature review and internet research on tourist destination; "Forming the picture of consumers' expectations" Preparing draft of questionnaires for interviews			
Day 1	Meeting in separate groups for discussing the draft of questionnaires, re-formulating the questionnaires (where required)			
Day 2	Transfer to place of survey		First overview of area GW: preparing for survey, making contacts	First overview of area GW: preparing for survey, making contacts
Day 3	Field survey	Field survey	Field survey	Field survey / discussing findings
Day 4	Field survey	Field survey	Field survey	Field survey / discussing findings
Day 5	Return to Campus	Preparing report & presentation	Preparing report & presentation	Preparing report & presentation
Day 6	Presentation of findings	Presentation of findings	Discussion on assignments	