

# Colbourne College

## Student Assignment Cover Page

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### TERM-PAPER ASSIGNMENT

**Unit Title:** Research Project

**Unit Index:** Unit 4

**Name/s of Student/s:** Ishamar Thompson and Crystal Rhoden

**Learning Outcome/s:** LO2 – Understand how to formulate a research specification

**Assessment Criteria:**

1. **AC1.1** Formulate and record possible research project outline specifications
2. **AC1.2** Identify the factors that contribute to the process of research project selection
3. **AC1.3** Undertake a critical review of key references
4. **AC1.4** Produce a research project specification
5. **AC1.5** Provide an appropriate plan and procedures for the agreed research specification

**Research Section:** Section 3, 4 and 5

**In Partial Completion of:** BTEC HND L5 HOSPITALITY AND AVIATION

**Name of Lecturer:** Ms. Samuels and Mrs. Tucker-Smith

**Date:** March 2, 2018

# Colbourne College

## ASSIGNMENT BRIEF

|                            |   |
|----------------------------|---|
| Unit Number and Title      | <b>UNIT 4 Research Project</b>                              |
| Academic Year              | <b>2018</b>   |
| Student Name and ID Number | Ishamar Thompson – COL1639<br>Crystal Rhoden – COL1643      |
| Unit Tutor                 | Ms. Samuels and Mrs. Tucker-Smith                           |
| Mode of Study              | BTEC HND L5 HOSPITALITY and AVIATION                        |
| Assignment Number & Title  | <b>Understand how to formulate a research specification</b> |
| Issue Date                 | January 15, 2018  |
| Submission Date            | March 2, 2018   |

**TERM PAPER DECLARATION:  
STATEMENT OF ORIGINALITY AND AUTHENTICITY**

I confirm that the term paper I am submitting is an original and authentic piece of work written by myself that satisfies academic rules and regulations with respect to Plagiarism. I further confirm that I have fully referenced and acknowledged all material incorporated as secondary resources in accordance with the Harvard System. **Please note that Term paper will not be marked without the inclusion of this signed declaration by the student/s.**

STUDENT/S SIGNATURE: *I. Thompson.*

*C. Rhoden*

DATED: March 2, 2018

### FOR USE ONLY: GRADE AND SUMMATIVE REMARKS

|                               |               |                          |
|-------------------------------|---------------|--------------------------|
| Grade Assigned                |               |                          |
| Assessors' Name & Date        | <b>MARKER</b> | <b>INTERNAL VERIFIER</b> |
| Assessor's Summative Feedback |               |                          |
| Assessors' Signature & Date   | Marker        | IV                       |

## **SECTION 3: LITERATURE REVIEW**

### ***Introduction***

The research was designed to critical review the different research findings from the authors' point-of-view on the issues impacting service delivery within the aviation industry. The sources to support the research topic were gathered from websites, articles and book. The issues identified by the sources were derived from internal or external factor. Their views on the current complex issues affect the industry's service delivery were either positive or negative. As part of the focus, the issues identified will not only aid in answering the research question, but also aid in achieving the objectives of the research.

### ***Research Findings and Critical Review and Discussion***

#### **Technology**

Technology is important in the daily operation of the aviation industry and has made service delivery much easier. Woodside and McClam (2015) stated that technology is continuously changing the way services are delivered in the service industry. He then stated that the usage of technology has made service delivery more effective and efficient. Technology has been proven to be very beneficial in the industry as it is not only time effective since it reduces the amount of time spent by service staff on delivering a service, but is also cost-effective because it decreases operational cost as well as add quality to the services offered. Service Futures (2016) reported that technology has helped improve service delivery in the aviation industry, however, he also stated that emerging technology can potentially damage the interpersonal relationship associated with service delivery, therefore finding a balance between it and personal service delivery is paramount in order to give customers the quality service they deserve and have paid for. Another source (McIvor, O'Reilly and Ponsonby, 2003) affirmed that technology and the internet has made the service delivery process more sophisticated, thereby increasing the expectation of its customers with new ways in which services can be offered. The internet has made the service delivery easier for both the industry and its customers; by making the services and more accessible and limit the time spent to receive a service. It has also changed the way in which customers and the industry interact with each other and increased the risks in their relationship. In addition, the internet has increased the efficiency of service delivery and provide customers with more options when they require a service.

## **Employee Performance**

The success of service delivery is dependent on the performance of an organization's employees, whether they are front-line employees or those in the back office, as they are a part of the service. Parasuraman, Zeithaml and Berry (1984) explained that employee performance can impact service delivery and its quality. They then explained that it is important for service providers to manage employee performance to meet customer needs. If employees are unable to perform to the industry's standards to suit both them and the customers, a gap in service delivery will be formed resulting in a decrease in customer satisfaction, therefore, performance of employees can influence customer perception of the quality of service delivered.

Customers consider employees as the brand and marketers of the service and the face of an organization, therefore making them critical in a service organization and making their roles vital in delivering quality services. The way in which an employee perform is able to affect how business transactions are conducted within an organization and how the services offered are delivered to customers. Wilson et al. (2008) concurred that service employees' ability to deliver services in the aviation industry means being able to understand and meet customer needs and wants, since it is essential for delivering exceptional services.

## **Communication**

Communication is integral in the service delivery within the aviation industry from an internally and externally point of view (Jain, Sethi and Mukherji, 2009). Customers are becoming more demanding and requiring more from the industry in terms of service and how they are delivered, as such, it has made communication even more vital throughout the aviation industry. According to Jain, Sethi and Mukherji (2009), communication can impact customer expectation for service delivery, since communication, whether verbal or non-verbal, can affect the way customers perceive the delivery of a service. Communication aids in effective service delivery and can shape customer perception and help the industry receive feedback from its customers, so that they can improve their services. Communication also facilitate the exchange of people and ideas. Poor communication can affect the safety of some of the services delivered within the aviation industry, therefore, it is considered pre-requisite to safety.

Communication is considered the pillar of cooperation, collaboration and productivity (Levine, 2018). Levine (2018) and Krivonos (2007) stated that information conveyed in the industry has the ability to affect the flow of the service being delivered and the results of said service. With

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the help of technology, communicating with customers and delivering information has become easier and more personal. They also agreed that exercising good communication within the industry will improve customer service. Levin (2018) then stated that communicating through new technological means has given the industry an advantage and has made it easier to interact with customers and other parts of the organization.

### **Environmental Factors**

**Weather/Climate Change:** Weather has a negative impact on the service delivery in the aviation industry. It can affect the timely delivery of the service promised to customers in the aviation industry, since the allocation of runway and whether flights will proceed as planned is dependent on the weather (Shun, McLeod and Johnson, 2009; Airservices, 2017). This issue has a significant effect on the industry's operations and can disrupt or halt the scheduling of the industry's main service being delivered; flights.

**Sustainable Development:** Society has become more aware of the environment and has made sustainability a priority in present times to preserve it for future benefit. Sustainability has become a variable when choosing transportation, hence why adoption has become valuable since it appeases to customer demands and aids in keeping and attracting customer (Cornell, 2018). He then affirmed that sustainability affects the way services are delivered in the aviation industry by reducing the amount of time spent in the air and improving efficiency, as well as making the service more affordable to customer while improving customer satisfaction with the service received and protecting the environment. Service delivery within the aviation industry will also benefit from this as services will be more affordable, hereby improving customer satisfaction.

### **Conclusion**

To conclude, the current complex issues have aided the industry, however, each have their drawbacks if not properly monitored and used. The complex issues identified were technology, internet, employee performance, communication and sustainable development in the industry, however, it was concluded that technology is the major issue and can be linked to the other issues.

## **SECTION 4: RESEARCH METHODOLOGY**

This research will be using the qualitative and quantitative data collection method to study the current complex issues impacting the service delivery in the aviation industry. This method will allow a wide range of information to be available and possible to gather for the research topic. Both the primary and secondary sources will be used to gather this information to support the topic.

The primary sources will allow the researcher to better understand the missing pieces of the project through the use of interviews (Nordquist, 2017), whereas the secondary sources will allow an easier and faster way of finding information to support the research and complete it in the time frame that is given. A few of these secondary sources are books, articles, etc. (Nordquist, 2017).

### **Secondary source**

In completing the research on the current complex issues impacting the aviation industry, books, articles, computer database and the internet are to be used to gather information to support and expand on that of the primary. The information that is to be collect will support and give a better understanding on how the issues identified can affect service delivery within the aviation industry. In addition, primary research must first be implemented to achieve secondary research.

### **Primary Source**

Prior to the research, numeric data are collected and the questionnaire analyzed with the feedback given by each participant. The twenty (20) questionnaires were created contained various questions relating to the research topic aiming to obtain information from twenty (20) different participants working within the aviation industry. The participants for the questionnaire are to be selected through face-to-face communication and social media over a four-week period.

### **Justification of the qualitative and quantitative method approach selected to achieve the research objectives.**

Both qualitative and quantitative research methods are to be used to gather information and findings in order for the research to be carried out. The qualitative method is used when trying to understand definitions, to describe, to look at and understand experience, beliefs and values.

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This is also used to get information from participants on their point of view about a question, while the quantitative method is used to collect statistical data (Macmillanihe.com, 2018).

### **Discussion**

The research question was appropriate due to the interest of evaluating on the current complex issues impacting the service delivery of the aviation industry. The aviation industry has been a source and standing ground for appeasing the desires and wants of its customers. The research will produce a quantity of findings and details that adds value to the service delivery of the industry through in-depth analysis and the strategies of both qualitative and quantitative techniques. The overall success of the research is dependent on the satisfaction of the respondents towards the service delivery using questionnaires containing both closed and open ended questions.

## SECTION 5: RESOURCES PLANNING AND ALLOCATION

### *Research Resource Planning and Allocation*

| Research Structure            | Timeframe         | Research Activities  | Resources Required                                     | Cost (If any) |
|-------------------------------|-------------------|--|--|---------------|
| Research Project Approach     | Jan. 8 – Jan. 12  | Review term paper requirement to understand all aspects of the research  | -  | -             |
| Research Topic                | Jan. 12 – Jan. 13 | Research and choose a research topic   | Computer, internet, books, pen and pencil              |               |
| Introduction                  | Jan. 15 – Feb. 1  | Rationalize the research topic<br>Research and find the sources to support research topic<br>Establish research aim and objectives | Computer, internet, books, articles, book, pen         |               |
| Research Specification        | Jan. 28 – Jan. 31 | The format of the research is written up with research description of each section and sub-section                                 | Computer and internet                                  |               |
| Submission of section 1 and 2 | Feb. 2            | Sections are compiled into one document, scanned, printed and submitted  | Computer, internet, printing service, folder and money | JMD \$360     |
| Literature Review             | Feb. 5 – Feb. 24  | Revise the research findings<br>The findings gathered from the sources literature for the scope of                                 | Computer, internet, book and pencil                    |               |



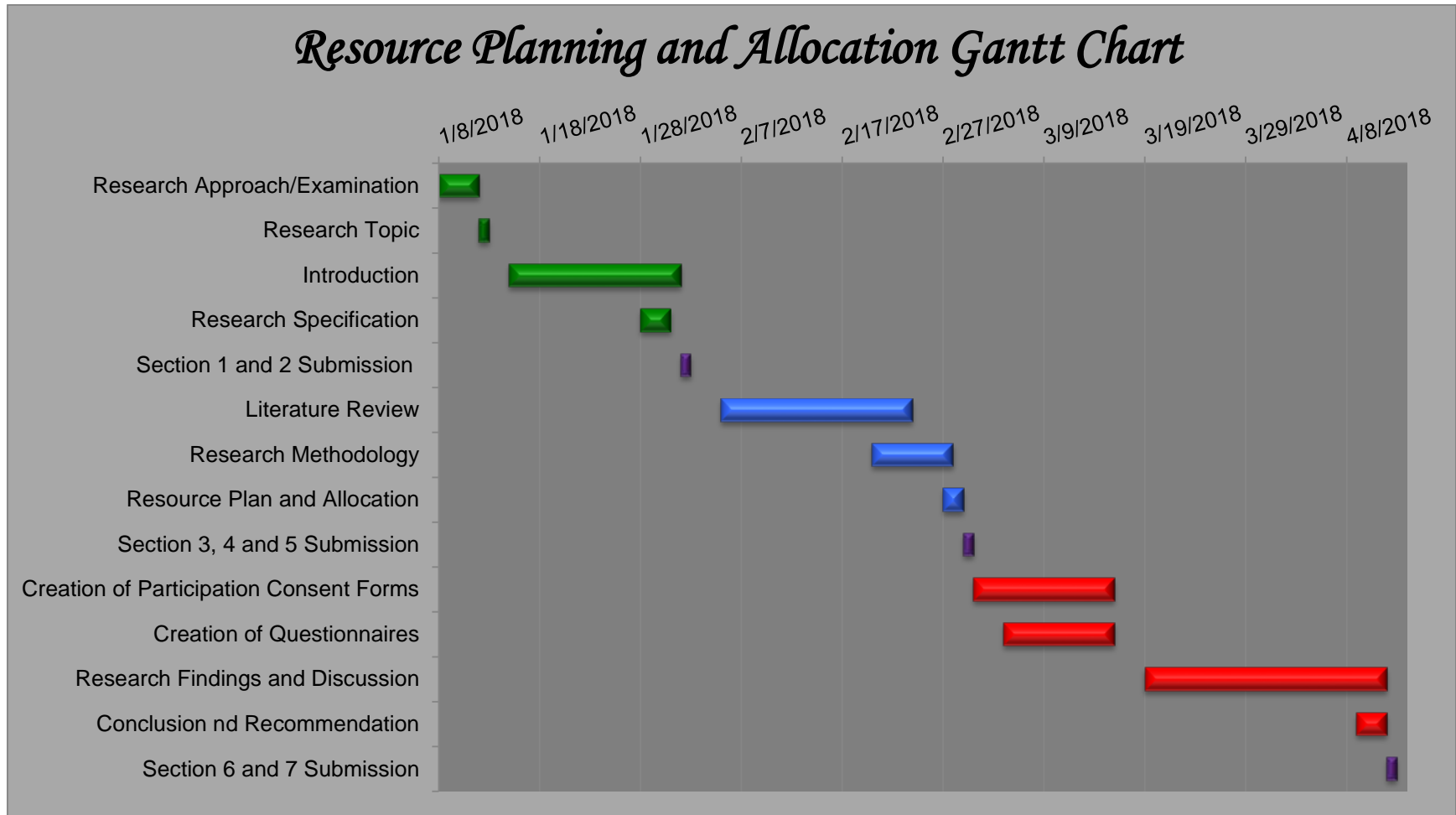
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|   |                    |   |  |           |
|---|--------------------|---|--|-----------|
|   |                    | research is discussed reviewed critically   |  |           |
| Research Method                             | Feb. 20 – Feb. 28  | Review and justification of the method that will be used to collect data for the primary source   | Computer, book, internet                               |           |
| Resource Planning and Allocation            | Feb. 27 – Mar. 1   | The research sources and expenses are recorded and given a time frame for completion  | Books, computer, pen/pencil                            |           |
| Submission of section 3, 4 and 5            | Mar. 2             | Sections are organized and scanned for plagiarism, as well as printed and submitted   | Computer, internet, folder, printing service and money | JMD \$150 |
| Creation of consent forms and questionnaire | Mar. 2 – Mar. 16   | A Participants Consent Form will be drafted and submitted for approval as well as the questionnaire and interview questions, then handed out to chosen participants                             | Book, computer and pen                                 |           |
| Research Findings and Discussion            | Mar. 19 – April 12 | Final summary of the research is written with an explanation of the approach used for the research method, data collection and analysis<br><br>The research is analyzed, compared and justified | Internet, book, pencil/pen and computer                |           |
| Conclusion and Recommendation               | April 9 – April 12 | Outcomes of the research are clearly stated and a statement on how current issues can impact service delivery in the future   | Computer, internet, books, pen and pencil              |           |

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|                               |          |   |                                       |          |
|-------------------------------|----------|---|---------------------------------------|----------|
|                               |          | Justifiable recommendations are stated with views on how to improve or resolve the issues |                                       |          |
| Submission of Section 6 and 7 | April 13 | Final work is compiled and scanned for submission   | Computer, printing service and folder | JMD \$ - |

| <i>Research Tasks used in Gantt Chart</i> |           |           |                 |
|---|-----------|-----------|-----------------|
| Task Name                                 | Start     | End       | Duration (days) |
| Research Approach/Examination             | 1/8/2018  | 1/12/2018 | 4               |
| Research Topic                            | 1/12/2018 | 1/13/2018 | 1               |
| Introduction                              | 1/15/2018 | 2/1/2018  | 17              |
| Research Specification                    | 1/28/2018 | 1/31/2018 | 3               |
| Section 1 and 2 Submission                | 2/1/2018  | 2/2/2018  | 1               |
| Literature Review                         | 2/5/2018  | 2/24/2018 | 19              |
| Research Methodology                      | 2/20/2018 | 2/28/2018 | 8               |
| Resource Plan and Allocation              | 2/27/2018 | 3/1/2018  | 2               |
| Section 3, 4 and 5 Submission             | 3/1/2018  | 3/2/2018  | 1               |
| Creation of Participation Consent Forms   | 3/2/2018  | 3/16/2018 | 14              |
| Creation of Questionnaires                | 3/5/2018  | 3/16/2018 | 11              |
| Research Findings and Discussion          | 3/19/2018 | 4/12/2018 | 24              |
| Conclusion and Recommendation             | 4/9/2018  | 4/12/2018 | 3               |
| Section 6 and 7 Submission                | 4/12/2018 | 4/13/2018 | 1               |



## Plagiarism Check

### Literature Review

| Plagiarism Scan Report |                    |
|------------------------|--------------------|
| Summary                |                    |
| Report Genrated Date   | 02 Mar, 2018       |
| Plagiarism Status      | <b>100% Unique</b> |
| Total Words            | 956                |
| Total Characters       | 6338               |
| Any Ignore Url Used    |                    |

### Content Checked For Plagiarism:

Research Findings and Critical Review and Discussion  
Technology  
Technology is important in the daily operation of the aviation industry and has made

### Research Methodology

| Plagiarism Scan Report |                    |
|------------------------|--------------------|
| Summary                |                    |
| Report Genrated Date   | 03 Mar, 2018       |
| Plagiarism Status      | <b>100% Unique</b> |
| Total Words            | 457                |
| Total Characters       | 2970               |
| Any Ignore Url Used    |                    |

### Content Checked For Plagiarism:

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