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1. **PRIMARY DATA COLLECTION METHODS**
2. Face-to-face interviews

In this method, the researcher or his/her representative asks specific questions on the research topic. Usually, a survey questionnaire is the research instrument used to conduct this type of survey. As much as possible the questionnaire should be brief, and concise.

Strengths of face-to-face interview

1. Possibility of arousing the interest of those being interviewed.
2. It is possible to ask difficult questions.
3. The researcher could agree with the respondent to postpone the interview in case of bad weather conditions.

Weaknesses of face-to-face interview

1. Lengthy questionnaires could get respondents bored and might stop responding to the questions.
2. It is time consuming.
3. Can be expensive.
4. Postal interviews

This method entails mailing survey questionnaires to respondents, requesting completion and return of the questionnaires to the researcher. Usually the questionnaires are mailed to pre-selected potential respondents.

Strengths of postal interview

1. Ability to send multiple interviews to different people at the same time.
2. Easy distribution of questionnaire.

Weaknesses of postal interview

1. Difficulty in getting the required mailing addresses.
2. Respondents may misinterpret questions leading to skipping.
3. Late return of completed questionnaires is very likely to occur.
4. Telephone interviews

This type of interview used to be restricted to the developed countries. However, this interview method is now very possible in Nigeria due to the high level of telephone penetration. This involves conducting interviews of questionnaires with the respondent over the phone.

Strengths of telephone interviews

1. Relatively affordable.
2. Although money is spent on credit during telephone interviews, it is still more cost effective than primary interview.
3. Many interviews possible in a short time.
4. Good response rate possible.

Weaknesses of telephone interviews

1. Demonstration by researcher is not possible.
2. Respondents could terminate the interview at will.
3. **FOCUS GROUP DISCUSSION**

Focus group discussion (FGD) is a method whereby tourism stakeholders are brought together in a place to discuss specific issues relevant to the research topic. The preferred number of people involved in FDGs is between 6 and 10, but 12 is regarded as the maximum.

Participants are normally selected to represent a cross section of the population most likely to have interest or stake in the study topic or area. The moderator can obtain useful information on ideas, attitudes, feelings and experience on a particular issue.

1. **AN OUTLINE OF A TOURISM AND EVENTS MANAGEMENT RESEARCH PROPOSAL**

i. Select a research topic and define the topic.

ii. Review the literature.

iii. Specify the data required.

iv. Evaluate the secondary data.

v. If a secondary data

 - Gather desired data.

If primary data

* Choose primary data collection.
* Plan primary data collection.
* Design the data collection instrument.
* Collect desired data.

 vi. Process and evaluate the data.

 vii. Interpret result and draw conclusion.

 viii. Formulate recommendation.

 ix. Prepare and present findings.

4. **BENEFITS OF REVIEW OF LITERATURE NECESSARY WHEN CARRYING OUT RESEARCH**

a. It will enable the researcher to understand the history of the body of knowledge surrounding the variables of his/her interest and thus be in a position to appreciate the magnitude of the problem he/she is trying to address.

b. It enables the researcher to understand how others who have earlier worked on the problem or similar problems went above their research.

c. It also enables the researcher to properly focus the problem of his research by showing how his proposed study relates to or derives from previous work in that area.