
Plan Overview

A Data Management Plan created using DMPTuuli

Title: Influence of Local Culture on Hotel Mar-keting Strategies in Cox's Bazar "A Case Study of BAYWATCH"

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Project abstract:

The purpose of this research is to observe by what method local culture influences hotel marketing approaches in Cox's Bazar through a comprehensive case study of hotel BAYWATCH. The study's goal is to recognize the cultural essentials such as language, cooking, art, festivals and local standards. These are determinedly accepted or mistreated in BAYWATCH's marketing and just how visitors observe these combinations and in what way such cultural arrangement moves the hotel's competitive arrangement and visitor's trustworthiness. The results will offer actionable references for local hotels in culturally engaging travelling places, connecting a gap in hospitality marketing research in Bangladesh.

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Influence of Local Culture on Hotel Marketing Strategies in Cox's Bazar "A Case Study of BAYWATCH"

1. General description of data

Describe, what kinds of data is your research based on? What data will be collected, produced, or reused? What file formats will the data be in?

This research will conduct a qualitative research approach. This research will conduct comprehensive of analysis on BAYWATCH Hotel that have positively applied marketing strategies and to find the best practices and lessons learned. Also, I will find out few assessments of current literature, business news and market lessons to recognize broader hotel industry changes and market standards.

For the empirical study, this research will conduct the Surveys or Questionnaires. The data collection will be based on the hotel employees and random customers. To data collection by using surveys or questionnaires, author will use the cultural aspects that influence current marketing strategies. The data will be collected through google forms.

How will the consistency and quality of data be controlled?

The answers will be saved like they are written in the google form. The quality of data will not change.

2. Ethical and Legal Compliance

What ethical and legal issues are related to your data management, for example, the Data Protection Act and other legislation related to the processing of the data? Do you process personal data (yes/no)?

Ethical and legal issues related to data management in this research include complying with data protection regulations (such as GDPR), obtaining informed consent from participants, ensuring confidentiality and anonymization, securely storing and handling data, and adhering to data retention guidelines. The research will prioritize data privacy. Compliance with applicable laws and ethical guidelines will be maintained throughout the data management process. No personal data will be collected during this research.

Data access rights? Is the data confidential?

This research will ensure strict confidentiality of the data collected. Data access will be limited to authorized individuals involved in the research project, ensuring data integrity and security. Compliance with relevant laws, regulations, and ethical guidelines will be followed to protect participants data and maintain confidentiality.

3. Documentation and metadata

How do you document and describe your data

The research data will be carefully documented and described. The data will also be organized and stored in a structured manner for easy access. In addition, any modifications to the data will be tracked for clarity and version control. These procedures help in making sure that the data is well documented, simple to understand and open to analysis or communication.

4. Storage and backup during the thesis project

Where will your data be stored, and how will it be backed up?

The data will be stored on my personal computer as the main storage location. To ensure the safety of data and prevent any loss, backup copies will be created. Backing up involves making extra copies of the data and storing them using cloud storage. I will establish a regular backup routine to maintain up-to-date copies of the data in case of any unexpected issues. It is crucial for me to periodically test the backup copies to ensure they

are reliable and accessible. By implementing this backup strategy, I can confidently protect my research data and minimize the risk of losing valuable information.

Who will be responsible for controlling access to your data, and how will secured access be controlled?

As the sole researcher of the data, I will be the only one with access to the files. I will ensure that the data files are stored securely on my personal g-mail drive and that they are secured by password and google encryption. By keeping the data exclusively in my possession, I can maintain full control over access to the files.

5. Archiving and opening, destroying or storing the data after the thesis project

Can some of the data be made openly available and published? Where will the data be published?

The data will not be published raw, but the analyzed data will be used in the thesis. The thesis report will be published on Theseus.

Where will data be stored, and for how long? How is the data destroyed?

The information will be kept safe and protected by security measures in google drive and the data will be stored until the publication in Theseus. When it comes time to delete the data, the proper procedures will be used in accordance with JAMK rules and data protection laws to guarantee complete and irreversible destruction.

6. Data management responsibilities and resources

Who will be responsible for specific tasks of data management during the life cycle of the research project? Estimate the resources.

As the researcher, I will be responsible for data management tasks throughout the research project. This includes data collection, documentation, storage, and security. Since it will be only the responses from the survey, the estimate size of the data will be below 100MB.