

# CURROCUS™ – A NEW APPROACH?

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# Theoretical background

Focus group – a common qualitative method

Explorative

Used in various situations and in different project types

Sensitive



Harmless research topics



# The name CurroCus™

Curro = From Latin and means fast, speed, etc.

Cus = From last letters in Focus

Equals fast focused group interviews with both qualitative and quantitative elements included

# Methodological objectives

Create an effective  
qualitative method

Representative  
respondents

Flexibility

Useful for different  
producers and  
arenas

Useful in different  
settings



# The new Approach

Includes four  
measuring/observation  
points

Catch the intuitive and  
first impression = “gut  
feeling”

Be efficient in several  
ways

Be focused

Close cooperation in  
developing the  
questions



# Advantages

Dynamic and effective  
Possible to process a  
high number of  
participants in a short  
time window

Saturation reached after  
5-6 groups

1 day instead of 2  
weeks

Get the “Gut feeling”!

Less time to be bored,  
lose concentration or  
tired

Short time to collect  
data

Focused data to analyse

More time can be spent  
on analysing the data

Cost 1/10 of a normal  
or traditional focus  
group

# Disadvantages

There are some ☺

Short time for discussions

Questions are limited

Participants might restring themselves and unintended biases can occure

Duration from 15-45 minutes

Short time between interviews – moderator have a short time to adjust between each interview

An important question might not have the same level of follow-up as in the traditional way

# Tested?

YES!!!

Several times

Taste impressions

Visual product

Product opinion

Product development

Improvements

Food

Development of HORECA especially chefs, kitchen managers in hospitals, onshore, offshore facilities, cafeterias, restaurants, etc.

Tourist interest in a museum (forthcoming)

22-25.09.10 Tourism/Meal experiences (forthcoming)

# Some of the tests

Type of group	Traditional	CurroCus™	CurroCus™	CurroCus™	CurroCus™	CurroCus™
	Focus Group		Sample 1	Sample 2	Sample 3	Sample 4
Number of groups	2-6	5-10	20	7	6	6
Time per group	1-2 hours	15-45 min	15 min	30-45 min	30-33 min	20-22min
Age			11 to 12 years	19-71	15-45	18-60
Number per group			6-10	6-11	7-8	6-10
Questionnaire	No	Yes	2 questions	3 questions	3 questions	2 questions
Observation	Yes	Yes	No	Yes	Yes	Yes
Observer(s)	Yes	Yes	No	Yes (2)	Yes (1)	Yes (1)
Sound recording	Yes	Yes	No	Yes	Yes	Yes

# What are the implications for the industry?

High number of participants can be processed in a short time

Saturation reached

Efficiency in recruiting participants and handling them

Reduced cost

Can be used in several different professions for examining them

Research can be conducted faster

# What are the advantages for the tourism industry?

Less time consuming

Process a lot of tourist on a site in relatively short time

Ex: Tourist visiting an event would have their chance for 15 minutes to discuss experiences from their point of view

Management can get feedback on a scientific level

Reduces cost and thereby more research can be conducted

# Conclusion

So far:

8 different real tests have been conducted

More to come

Industry has been satisfied

The method seems to behave consistent

The method has been improved during the tests, but will need more tests and development

Cost efficient

supply a niche in qualitative research methods

# Comments, critics, and questions

Your Turn

# Thank you for your attention

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