



Code-Course	061105 – Fundamentals of Research in Tourism				
Year	1st	Credits	6 cr ECTS		
Thematic Area	Research in Tourism, Hospitality and Gastronomy		Course Type	Basic Training Subject	
In-class hours	48 hours	Teacher-led learning hours	48 hours	Individual work hours	54 hours

BRIEF COURSE DESCRIPTION

The subject Fundamentals of Research in Tourism is seen as a first contact by an undergraduate student with the academic, professional and business world of tourism research. Since research in tourism science is a young discipline, still developing and creating its own conceptual foundations, this subject is of crucial importance to introduce students to specialized knowledge tools and strategies of applied basic research on the fields of tourism, culture and territory, gastronomy and food and hotel management.

To achieve this, the learning will focus on the acquisition by the student of research basis and of the necessary critical tools to address any scientific piece of work with both formal characteristics and content that all rigorous and methodical work of tourist research must have.

BASIC SKILLS

BS03 – Students must be able to collect and interpret important information (in their study field) in order to formulate judgments with reflections on important social, scientific and ethical issues.

SPECIFIC SKILLS

SS04- Master the foundations of and apply scientific methodology to tourism research.

SS09- Understand and use information technology and information management systems in tourism.

ACADEMIC CONTENTS



1. Research approaches
2. Scientific literature
3. Quantitative methodology
4. Qualitative methodology
5. Discussion and conclusions

LEARNING METHODOLOGY

The learning methodologies planned for this subject contemplate different activities that contribute to develop the skills related to this course. Some of the learning activities that will be developed are the following:

- Lectures
- Practical exercises
- Project-based learning
- Cooperative learning

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

REFERENCES

Davies, M. B. & Hughes, N. (2014). *Doing a successful research project: Using qualitative or quantitative methods*. Palgrave Macmillan.



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SYLLABUS

Bachelor's Degree in Tourism

Hillman, W. & Radel, K. (2018). *Qualitative methods in tourism research. Theory and practice.* Channel View Publications.

Iglesias, J. A. (2001). *Técnicas de investigación aplicadas al sector turístico.* Síntesis.

Peck, R., Olsen, C., & Devore, J. L. (2015). *Introduction to statistics and data analysis.* Cengage Learning.

Sampieri, R.H., Collado, C.F., & Lucio, P.B. (2006). *Metodología de la Investigación.* McGraw-Hill.