

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.

## LEARNING OBJECTIVES

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1. Design and elaborate a research project on tourism topics.

## ACADEMIC CONTENTS

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### 1. Research approaches

Basic concepts of scientific research

The research process in tourism

Types of research

Objectives and research questions

### 2. Scientific literature

Scientific literature and theoretical framework

Scientific literature databases: Google Scholar, SCOPUS, Web of Science, Science Direct,...

Scientific literature management: Mendeley

The bibliographical citation: APA style

### 3. Quantitative methodology

Population and sample

Main quantitative techniques for collecting information: statistical data, questionnaires

Preparation of the data

Descriptive statistics

Inferential statistics: confidence intervals, Chi-squared test, correlation test, T-Test and Anova

### 4. Qualitative methodology

Sampling

Main qualitative techniques for collecting information: interview, focus group, observation, content analysis



Qualitative data processing and analysis of results

### 5. Discussion and conclusions

Discussion

Conclusion

Limitations and future work

### 6. Presentation of research

Writing guidelines for a scientific article

Oral presentation

## LEARNING METHODOLOGY

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The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:

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

## ASSESSMENT SYSTEM

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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.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start.

Activities	Type	Continuous	Single	Week deadline
Research project: objectives and theoretical framework	Group	10%	10%	Week 5/6
Research project: methodology and results	Group	10%	10%	Week 12/13
Research project: scientific paper	Group	25%	25%	Week 15
Research project: co-assessment	Individual	10%	10%	Week 15
Quantitative case study	Individual	5%	5%	Week 12
Individual final exam	Individual	40%	40%	Final assessment period
	TOTAL	100%	100%	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.



### Revision and Reassessment of the Course

The student has the right to revise all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in the case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

### REFERENCES

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

Hernández, R., Fernández, C., & Baptista, P. (2014). *Metodología de la investigación*. McGrawHill.

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

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