



Centre adscrit



UNIVERSITAT DE  
BARCELONA

## SYLLABUS

### Master of Tourism innovation Management

Code - Course	540016 – Research tools and application		
Course year	1	Credits	6 ECST
Thematic Area	Research methodologies and techniques	Course type	Optional
In-class hours	42 hours	Hours of individual work	108 hores

#### BRIEF COURSE DESCRIPTION

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Once certain premises of the formal features and the basic knowledge underlying a research structure have been consolidated, this course will provide some notions and tools of qualitative and quantitative research methods applied to research in tourism.

#### BASIC SKILLS

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BS6 – Have and understand knowledge that provides a base or opportunity for original development and / or application of ideas often in a research context.

#### GENERAL SKILLS

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GS0 – Effective public speaking

GS2 - Teamwork

GS3 - Have initiative and an entrepreneurial spirit

GS5 – Identify, pose or solve a problem in a meaningful and creative manner, critically interpreting and evaluating the results obtained.

GS6 – Apply communication technology for effective transmission of ideas, opinions, knowledge, etc.

#### SPECIFIC SKILLS

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SS0 - Master the foundations of and apply scientific methodology to tourism research

SS12 – Transform and add value to ideas and knowledge for the customer generating sustainable results for tourism organizations and society.

#### ACADEMIC CONTENT

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1. Research in tourism management. General principles and methodological perspectives.
2. Quantitative research: tools and applications (surveys, social media, general principles of sampling, etc.) and case studies.
3. Qualitative research: tools and applications, latest trends and case studies.

#### LEARNING METHODOLOGY

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In order to maximize students' active learning, the development of the course will combine theoretical and practical in-class sessions with students' individual work through various types of activities; some of them for merely learning purposes, others for learning and evaluation purposes.

#### ASSESSMENT SYSTEM

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The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous assessment along the academic year or a single assessment at the end of the established period of time.

**Continuous Assessment** consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams. Attending a minimum of 80% of the classes is required to follow this system.

**Single Assessment** consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.



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Evaluation systems	Continuous	Single
Activity 1 (individual)	50 %	50%
Activity 2 (individual)	50%	50%

### **Review and Reassessment of the Course**

The student has the right to review 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 reassessment of the course and submit a new reassessment task, it will be mandatory to fulfil one of these conditions:

A) Students must have been awarded a mean grade of 5.0 or higher in relation to the activities carried out throughout the semester without taking into account the final exam/s (both continuous assessment and single assessment) and having attended the final exam.

B) Students must have been awarded a final minimum grade of 4.0 in the overall course.

### **REFERENCES**

Cea, M.A. (2001) Metodología cuantitativa. Estrategias y técnicas de investigación social. Madrid: Ed. Síntesis.

Llopis Goig, R. (2004) Grupos de discusión: manual de aplicación a la investigación social, comercial y comunicativa, ESIC Editorial.

Martínez Miguélez, M. (2006) Ciencia y arte en la metodología cualitativa, Editorial Trillas.

Martínez, P. (2008) Cualitativa-mente (los secretos de la investigación cualitativa), ESIC Editorial.

Olaz, A. (2008) La entrevista en profundidad, Septem Ediciones.



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Pérez Santos, E. (2000) Estudio de visitantes en museos. Metodología y aplicaciones. Gijón: Ed. Trea.

Quivy, R. i Van Campenhoudt, L. (1997) Manual de recerca en Ciències Socials, Barcelona: Herder.

Sierra Bravo, R. (1994) Técnicas de investigación social. Teoría y ejercicios. Madrid: Ed. Paraninfo.