



Centre adscrit



UNIVERSITAT DE  
BARCELONA

# SYLLABUS

## Master in Tourism Business Management

Code - Course	590014 – Market research methodology		
Course year	1	Credits	3 ECST
Thematic Area	Market research methodologies and techniques	Course type	Optional
In-class hours	21 hours	Hours of individual work	54 hores

### BRIEF COURSE DESCRIPTION

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The aim of this course unit is to give students the tools they need in order to analyse problems and facts by means of research methods based on the identification and use of different methodologies of research, techniques and tools.

### BASIC SKILLS

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BS6 – Students must possess thorough understanding knowledge that provides a base or opportunity for original development and / or application of ideas often in a research context.

BS7- Students should be able to apply the gained knowledge and their problem-solving skills to new or less known environments within a wider cross-disciplinary related framework.

BS10- Students should gain learning skills that allow them autonomous or self-directed lifelong learning.

### GENERAL SKILLS

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GS3 – Organising and planning skills.

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

GS7 – Identify, pose or solve a problem in a meaningful and creative manner, critically interpreting and evaluating the results obtained.



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### ACADEMIC CONTENT

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1. Concept and design of a market research.
2. Tools for research: qualitative methodology.
3. Tools for research: quantitative methodology.
4. Results processing and presentation.

### LEARNING METHODOLOGY

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The learning methodology of this course is based on presentations of concepts relied on practical case studies and development activities carried out by the students. Support material for the consolidation and broadening of the learnt concepts will also be used.

### 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
<b>Individual:</b>	60%	60%
- Planning and research objectives	20%	
- Questionnaire preparation	40%	
<b>In group:</b>	40 %	40 % <sup>1</sup>
- Practical application.	20%	
- Descriptive statistics.	20%	

### 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.

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<sup>1</sup> If the student is assessed by means of the final examination, he or she will do this activity individually.



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## Master in Tourism Business Management

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

### REFERENCES

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Punch, K. (2003). Survey research: The Basics. Sage Publications. London.

Jennings, G. (2001). Tourism research. John Wiley and sons Australia, LTD.

Flinn, M.; Elliot-White, M and Walton, M. (2000). Tourism and Leisure Research Methods: Data Collection, Analysis and Interpretation. Pearson Education, Essex.