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| <b>Title:</b>   | Research Methods <b>APPROVED</b>  |
| <b>Long Title:</b>  | Research Methods  |
| <b>Module Code:</b>   | TOUR7012  |
| <b>Duration:</b>  | 1 Semester  |
| <b>Credits:</b>   | 5   |
| <b>NFQ Level:</b>   | Intermediate  |
| <b>Field of Study:</b>  | Tourism   |
| <b>Valid From:</b>  | Semester 2 - 2020/21 ( January 2021 )   |
| <b>Module Delivered in</b>  | <a href="#">3 programme(s)</a>  |
| <b>Module Coordinator:</b>  | Noel Murray   |
| <b>Module Author:</b>   | AISLING WARD  |
| <b>Module Description:</b>  | The module aims to develop students knowledge and competence of the research process and the application of research methods in the area of Tourism. It covers qualitative, quantitative and mixed methods research and considers the usefulness and application of each method. It focuses on research design, data collection and analysis, and the presentation of findings. |
| <b>Learning Outcomes</b>  |   |
| <i>On successful completion of this module the learner will be able to:</i>   |   |
| LO1   | Explain the research process and its uses in both academic and market research  |
| LO2   | Evaluate the range of qualitative and quantitative data collection strategies and analysis  |
| LO3   | Make informed decisions about which data collection and sampling methods are most appropriate for different purposes.   |
| LO4   | Write academically and critically analyse data and information.   |
| LO5   | Conduct a literature review.  |
| <b>Pre-requisite learning</b>   |   |
| <b>Module Recommendations</b><br><i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named MTU module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i> |   |
| <b>Incompatible Modules</b><br><i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module. You may not earn additional credit for the same learning and therefore you may not enrol in this module if you have successfully completed any modules in the incompatible list.</i>   |   |
| No incompatible modules listed  |   |
| <b>Co-requisite Modules</b>   |   |
| No Co-requisite modules listed  |   |
| <b>Requirements</b><br><i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed. You may not enrol on this module if you have not acquired the learning specified in this section.</i>   |   |
| No requirements listed  |   |

**Module Content & Assessment**

**Indicative Content**

**Market Research Process**

Purpose of research; writing strategies; research process; developing research questions and market research proposals; literature review; ethical considerations in research.

**Research method and Research objective**

Matching research method and objectives. Quantitative, qualitative and mixed methods techniques in tourism research. Referencing and bibliography.

**Quantitative, Qualitative and Mixed Methods**

Interview techniques; focus groups; content analysis; survey design and secondary survey data and sources of secondary data. Sample collection and survey research.

**Data interpretation and Analysis**

Describing, analysing and presenting quantitative and qualitative data. Validating the accuracy of findings.

**Literature Review**

Significance of the Literature in research, writing and critically analysing academic research.

**Assessment Breakdown**

%

Course Work

100.00%

**Course Work**

| <i>Assessment Type</i> | <i>Assessment Description</i>             | <i>Outcome addressed</i> | <i>% of total</i> | <i>Assessment Date</i> |
|------------------------|---|--------------------------|-------------------|------------------------|
| Written Report         | Literature Review and methodology design. | 3,4,5                    | 60.0              | Week 7                 |
| Short Answer Questions | Online Exam                               | 1,2,3,4                  | 40.0              | Week 12                |

No End of Module Formal Examination

**Reassessment Requirement**

**Repeat examination**

*Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.*

**The institute reserves the right to alter the nature and timings of assessment**

**Module Workload**

| <b>Workload: Full Time</b>                    |                                    |              |                  |  |
|---|------------------------------------|--------------|------------------|--|
| <i>Workload Type</i>                          | <i>Workload Description</i>        | <i>Hours</i> | <i>Frequency</i> | <i>Average Weekly Learner Workload</i> |
| Lecture                                       | Theory based                       | 3.0          | Every Week       | 3.00                                   |
| Lab   | Computer Based Research Techniques | 1.0          | Every Week       | 1.00                                   |
| Independent & Directed Learning (Non-contact) | Practical application              | 3.0          | Every Week       | 3.00                                   |
| Total Hours                                   |                                    |              |                  | 7.00                                   |
| Total Weekly Learner Workload                 |                                    |              |                  | 7.00                                   |
| Total Weekly Contact Hours                    |                                    |              |                  | 4.00                                   |

| <b>Workload: Part Time</b>                    |                                    |              |                  |  |
|---|------------------------------------|--------------|------------------|--|
| <i>Workload Type</i>                          | <i>Workload Description</i>        | <i>Hours</i> | <i>Frequency</i> | <i>Average Weekly Learner Workload</i> |
| Independent & Directed Learning (Non-contact) | Study and Reading                  | 3.0          | Every Week       | 3.00                                   |
| Lecture                                       | Theory Based                       | 3.0          | Every Week       | 3.00                                   |
| Lab   | Computer Based Research Techniques | 1.0          | Every Week       | 1.00                                   |
| Total Hours                                   |                                    |              |                  | 7.00                                   |
| Total Weekly Learner Workload                 |                                    |              |                  | 7.00                                   |
| Total Weekly Contact Hours                    |                                    |              |                  | 4.00                                   |

## Module Resources

### Recommended Book Resources

- Veal A.J. 2011, *Research Methods for Leisure and Tourism: A Practical Guide*, 4 Ed., Pearson Ed. Ltd Essex, England [ISBN: 9780273717508]
- Veal, A.J 2018, *Research Methods for Leisure and Tourism*, 2 Ed., Pearson Ed. Ltd Essex, London
- Brotherton, B. 2015, *Researching Hospitality and Tourism*, 2 Ed., Sage Publications London, England [ISBN: 9781280299724]
- Kumar, R. 2014, *Research Methodology: A Step By Step Guide for Beginners*, 3 Ed., Sage Publications London [ISBN: 9780733971358]
- Levent Altınay and Alexandros Paraskevas 2007, *Planning research in hospitality and tourism*, Elsevier Textbooks Oxford [ISBN: 978-0-7506-8110-0]
- John W. Creswell 2003, *Research design : qualitative, quantitative, and mixed method approaches*, Sage Publications Thousand Oaks, Calif. [ISBN: 0761924426]

### Supplementary Book Resources

- McGivern, Y. 2009, *The Practice of Market Research*, 3 Ed., Pearson Ed Essex, England [ISBN: 9780273717072]
- Brotherton, B. 2008, *Researching Tourism and Hospitality: A Student Guide*, Sage Publications London [ISBN: 9781446287545]
- Norman K. Denzin and Yvonna S. Lincoln 2003, *Collecting and interpreting qualitative materials*, Sage Thousand Oaks, Calif [ISBN: 0761926879]
- Alan Bryman and James J. Teevan 2005, *Social research methods*, Oxford University Press Ontario [ISBN: 0195419413]
- Stanley Presser 2004, *Methods for testing and evaluating survey questionnaires*, John Wiley & Sons, Inc Hoboken, NJ [ISBN: 0471458414]
- William G. Zikmund 2003, *Exploring marketing research*, Thomson/South-Western Cincinnati, Ohio [ISBN: 0324181485]
- Robert K. Yin 2003, *Case study research : design and methods*, Sage Publications Thousand Oaks, Calif. [ISBN: 0761925538]
- Stephen Gorard with Chris Taylor 2004, *Combining methods in educational and social research*, Open University Press Maidenhead [ISBN: 9780335213078]
- Alan Bryman 2004, *Social research methods.*, Oxford University Press Oxford [ISBN: 0199264465]

### Recommended Article/Paper Resources

- *Tourism and Hospitality*, Annals of Tourism Research
- *Tourism and Hospitality*, Tourism Management
- *Tourism and Hospitality*, International Journal of Hospitality Management
- *Tourism and Hospitality*, Cornell Quarterly
- *Tourism and Hospitality*, Contemporary Issues in Tourism and Hospitality

*This module does not have any other resources*

**Module Delivered in**

| <b>Programme Code</b> | <b>Programme</b>  | <b>Semester</b> | <b>Delivery</b> |
|-----------------------|---|-----------------|-----------------|
| CR_FTRSM_8            | <a href="#"><u>Bachelor of Business (Honours) in Tourism Management</u></a> | 5               | Mandatory       |
| CR_OHCMA_7            | <a href="#"><u>Bachelor of Business in Hospitality Management</u></a>       | 5               | Mandatory       |
| CR_FTOUR_7            | <a href="#"><u>Bachelor of Business in Tourism Management</u></a>           | 5               | Mandatory       |