Aims

Knowledge and understanding

This is an introductory course to the basic kit of social research. The course will help students to develop basic skills to read, collect and analyse quantitative and qualitative data about territory and tourism.

Applying knowledge and understanding
The course familiarises students with the principles and techniques of quantitative and qualitative research (observation, interview, documentary analysis) for designing and conducting their individual research projects about territory and tourism.

Contents

The course focuses on the following topics:

paradigms of social research, research design, quantitative techniques, qualitative techniques, introduction to quantitative and qualitative data analysis.
Detailed program

The course focuses on these main topics: the logic of social research, data collection, quantitative data analysis, analysis of secondary data. The student will work with examples drawn from real data about territory and tourism. The course aims also to overview the wide array of methods in qualitative research (observation, interview, documentary analysis). The importance of those methods in tourism and territory research will be illustrated and student’s ability to design their own research projects will be improved.

Prerequisites

Ability of learning, writing and oral communication.

Teaching form

Lectures and exercises.

Textbook and teaching resource

1) de Lillo A., Arosio L., Sarti S., Terraneo M., Zoboli S., “Metodi e tecniche per la ricerca sociale”, Pearson, Milano, 2011 (capp. 1, 3, 4, 5; inoltre cap. 6 –solo par. 6.1 e 6.2-, e cap. 7-solo par. 7.1, 7.2, 7.3);
2) de Lillo A. (a cura di) “Il mondo della ricerca qualitativa”, Torino, Utet, 2010 (capp. 1, 2, 3, 4, 5, postfazione);
3) Arosio L., “L’analisi documentaria nella ricerca sociale. Metodologia e metodo dai classici a Internet”, Milano, Franco Angeli 2013 (Capp. 1, 2, 3).

Semester

Second semester
Assessment method

Written exam, oral examination.

Office hours