UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Research Techniques in Tourism

2021-3-E1501N106

Learning objectives

Knowledge and understanding

To teach students methods and techniques of tourism research that are useful in professional activities. To teach students some basic methodological skills through guided training.

Applying knowledge and understanding

To give students an orientation on the different kinds of empirical research and statistical information in the tourism field, and to teach them to use these in a critical and conscious manner

Contents

- Introduction to tourism research

- Qualitative and quantitative data collection tecniques

- Data analysis

-Communicating results

Detailed program

-Introduction to tourism research. what, why and who

-The research process

-Ethics in research

-Secondary data sources (including DEMO ISTAT)

-Observation

-Qualitative interviews

-Focus groups

-Other qualitative data collection tecniques

-The survey

-Experimental research

-Case study method

-Sampling

-The analysis of secondary dataù

-The research report

Prerequisites

Basic understanding of social research methodology

Teaching methods

Lectures, e-learning, individual exercises

Assessment methods

Written examination constituted of a multiple choice test (26 score) and an open question (4 score). The examinations aims to assess the basic knowledge of social research methodology and the ability to apply such skills to real cases.

Textbooks and Reading Materials

1. Veal A. J. Research Methods for Leisure and Tourism. Harlow : Pearson. 2018 (Fifth edition). Chapters 1 till 12; chapter 18. Chapter 13, only sections 1, 2, 3, 6.

2. Coles M. Student's Guide to Writing Dissertations and Thesis in Tourism Studies and Related Disciplines

https://www.amazon.co.uk/Students-Writing-Dissertations-Tourism-Disciplines/dp/0415460190

3. Project Planner (Sage Research Methods), available at: http://methods.sagepub.com.proxy.unimib.it/project-planner/defining-a-topic

4. The videos and all materials available in the section "Study materials" of the e-learning website.