UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Research Techniques in Tourism

2526-3-E1501N106

Learning objectives

At the end of the course, students will be able to:

1. **Understand** the ontological, epistemological, and methodological foundations of social research applied to tourism (Descriptor 1);
2. **Apply** tools for the collection and analysis of quantitative data (Descriptor 2);
3. **Interpret** empirical data with critical thinking and independent judgement (Descriptor 3);
4. **Communicate** research findings clearly and appropriately, including in English (Descriptor 4);
5. **Further explore** course contents independently and apply them in academic and professional contexts (Descriptor 5).

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

The course consists of** 56 hours** of teaching, structured as follows:

-**Lecture-based teaching** (46 hours): 23 in-person lectures, each lasting 2 hours;
-**Interactive teaching** (10 hours): 20 synchronous hours.

The lecture-based component is aimed at delivering theoretical and methodological concepts related to social research in tourism. The interactive component includes individual and group activities such as preparing and delivering presentations, drafting a brief literature review, designing and administering questionnaires, and analysing secondary data. These activities are designed to develop both practical and reflective skills, fostering active learning.

Assessment methods

Written examination is constituted of 5 open question. 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

3. Project Planner (Sage Research Methods), available at: https://methods-sagepub-com.unimib.idm.oclc.org/project-planner

Sustainable Development Goals

QUALITY EDUCATION