

# UNIVERSITÀ DEGLI STUDI DI MILANO-BICOCCA

# **SYLLABUS DEL CORSO**

# Tecniche per la Ricerca Sulle Pratiche Turistiche

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**