UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Tecniche per la Ricerca Sulle Pratiche Turistiche

2627-3-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 (Dublin Descriptor 1);
2. **Apply** quantitative data collection and analysis techniques and tools (Dublin Descriptor 2);
3. **Interpret** empirical data critically and with independent judgement (Dublin Descriptor 3);
4. **Communicate** research findings clearly and appropriately, including in English (Dublin Descriptor 4);
5. **Independently** deepen their understanding of the topics covered and apply them in professional and academic contexts (Dublin 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 activities organised as follows:

Teaching delivery activities (46 hours): 23 face-to-face lectures of 2 hours each;
Interactive teaching activities (10 hours): 5 synchronous activities of 2 hours each conducted face-to-face.

Teaching delivery activities are aimed at providing students with the theoretical and methodological foundations of social research applied to tourism.

Interactive teaching activities include individual and group tasks such as preparing and delivering presentations, writing a short literature review, designing and administering questionnaires, and analysing secondary data. These activities are intended to develop practical and reflective skills while promoting active learning.

Assessment methods

Written examination consisting of 5 open-ended questions. The examination is designed to assess students' basic knowledge of social research methodology and their ability to apply such knowledge 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

Sustainable Development Goals

QUALITY EDUCATION