

# Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2019-2020

## Teaching guide

Area: Degree Thesis

Subject: Degree Thesis

Period: Semester 8

### Lecturers:

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Dr. Emili Valdero Mora  
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Dr. Gilda María Hernández Maskivker  
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Publication for the exclusive use of the School of Tourism and Hospitality Management Sant Ignasi (Ramon Llull University).

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MODULE: RESEARCH IN TOURISM AND HOSPITALITY

AREA: DEGREE THESIS

SUBJECT: DEGREE THESIS

CODE: OB8DTH-II

LANGUAGE: ENGLISH

YEAR: 4

PERIOD: SEMESTER 8

CREDITS: 10 ECTS

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## 1. Subject objectives

The main objective of this subject is to provide students with the tools to understand and undertake a research project. Special attention is paid to the methodological challenges in research, treating issues like representativeness (sampling), validity, reliability and writing up the final degree thesis. All the key aspects from the theoretical framework to methodological considerations for data collection and analysis will be covered. Finally, students learn how to present and defend their research projects.

## 2. Competencies developed

### Basic

B01 - Be able to acquire, understand and structure knowledge.

B02 - Be able to apply knowledge.

B03 - Be able to search for and manage information in order to solve problems, transmit reflective judgements and/or make decisions.

B04 - Be able to communicate information and/or knowledge in one's mother tongue, as well as in at least two foreign languages.

B05 - Be able to learn autonomously and continuously

### General

G02 - Orientation towards achievement: demonstrates perseverance to excel and go beyond standards of excellence. Implies motivation for quality.

G11 - Planning and organization: reflects a constant concern for minimizing uncertainty in the environment and comply with established quality parameters.

## Specific

E19 - Convert an empirical problem into research and draw conclusions.

### 3. Content

Session 1: WORKSHOP 1: KICK OFF Teaching guide. Norms and Regulations. Check students - supervisors list. Plan and decide agenda for first meeting with supervisor. Research process. Research topic, aim, research questions and objectives. Co-authors, How to plan your work and how to work together? After identifying and defining the research topic, aim and objectives, the students will carefully review the literature concerning the area of research. .

Session 2: Follow-up meeting with your supervisor .

Session 3: WORKSHOP 2: Literature review. Following the proposal and rationale, the students will develop a theoretical framework based on the latest research. How to scan, read and prioritize relevant literature? .

Session 4: Follow-up meeting with your supervisor .

Session 5: WORKSHOP 3: The integrity of Academic Writing, paraphrasing and summarising. How to reference correctly to avoid plagiarism .

Session 6: Follow-up meeting with your supervisor .

Session 7: WORKSHOP 4: Research methods: Which method to use for what kind of research? For each research question a research method. Qualitative and Quantitative methods A start with Interviews (1). Interviews: how to know what questions to ask? Ethics in interviewing. How to conduct the interview? .

Session 8: Follow-up meeting with your supervisor .

Session 9: WORKSHOP 5: Developing and appropriate writing style. How to remain consistent in your writing. How to structure and link your ideas. .

Session 10: Follow-up meeting with your supervisor .

Session 11: WORKSHOP 6: Focus Groups as a research method How to use observation as a research method? Sampling and representativeness for qualitative methods .

Session 12: Follow-up meeting with your supervisor .

Session 13: WORKSHOP 7: How to analyze qualitative data Research methods: Questionnaires How to design the questionnaire? How to collect the right the data? How can we answer the research questions with the results from our questionnaire? .

Session 14: Follow-up meeting with your supervisor .

Session 15: WORKSHOP 8: Data analysis: How to analyse the data? How to report the results? .

Session 16: Follow-up meeting with your supervisor .

Session 17: WORKSHOP 9: Learning to carefully execute the research in order to find answers and solutions to the questions or problems to be investigated while relating theory and empirical data.

Difference between results, discussion and conclusions. How to develop these sections in a proper way?

Session 18: Follow-up meeting with your supervisor .

Session 19: WORKSHOP 10: Presenting results & findings. Use passive voice, "it" clauses and reporting verbs. .

Session 20: Follow-up meeting with your supervisor .

Session 21: WORKSHOP 11: How to write conclusions and recommendations, hedging and avoiding repetition. Supporting claims with evidence.

Session 22: Follow-up meeting with your supervisor.

Session 23: WORKSHOP 12: Final check of all research and reporting realized: reporting, from cover page to index, chapter titles, paragraphs, ethics form, consent form, reference list, referencing in text, appendices, general layout, format, etc. Presentation and defense preparation..

#### 4. Teaching methodology

**Guided Tutorials.** Tutorials with the assigned supervisor/s

**Finding information and preparation and organization of material.** Complete the literature review

**Student Presentations (individual or group).** Defence Presentation

**Working individually or in groups.** Field work for data collection Data analysis Conclusions

#### 5. Assessment activities

##### Regular examination call

- **Degree Thesis Manuscript (May, 03/2020)**

Academic Work (Group - 80%)

Evaluated competences: B1, B2, B3, B4, B5, E19

- **Oral Defense (May, 13/2020)**

Final exam (Group - 20%)

Evaluated competences: B4, G11, E19

- **Weekly Supervision follow-up**

Supervised project (Individual - 0%)

Evaluated competences: B1, B2, G2, G11

Attendance workshops: 70% of minimum attendance for regular examination call is required.

Students will have to submit their Degree Thesis in pdf on the Moodle following the indications from the Degree Thesis Norms and Regulations.

Please note that the Degree Thesis is completed in pairs. Each of the co-authors should contribute to the final result in an equal way to obtain the same grade. This is observed by the supervisor throughout the whole semester and must be indicated in the section headings by the co-authors when submitting Part 1, 2 and 3. The Degree Thesis will be graded by two lecturers: the supervisor 60% and a cross-marker 40%. The cross-marker will also be present at the defense. Defence is on May 13th and 14th 2020. To present and defend your Degree Thesis a minimum grade of 5.0 is required on the Academic Work. The weekly Supervision follow-up, reflecting the level of participation and motivation of each researcher, is the element assessed by your own supervisor and may provide you with +5% extra points. To pass the subject a minimum grade of 5.0 is required on Oral Defence and Degree Thesis Manuscript.

### **Resit examination call**

- **Degree Thesis Manuscript (Jun, 01/2020)**

Academic Work (Individual - 80%)

Evaluated competences: B1, B2, B3, B4, B5, E19

- **Oral Defense (Jun, 10/2020)**

Final exam (Group - 20%)

Evaluated competences: B4, G11, E19

- **Supervision follow-up**

Supervised project (Individual - 0%)

Evaluated competences: B1, B2, G2, G11

A minimum of two meetings with the supervisor during the resit period is required.

To pass the subject a minimum grade of 5.0 is required on all the evaluated activities.

Students will have to submit their Degree Thesis in pdf on the Moodle following the indications from the Degree Thesis Norms and Regulations.

Please note that the Degree Thesis is completed in pairs. Each of the co-authors should contribute to the final result in an equal way to obtain the same grade.

The Degree Thesis will be graded by two lecturers: the supervisor 60% and a cross-marker 40%. The cross-marker will also be present at the defense. Defense is on Jun 10th and 11th 2020.

To pass the subject a minimum grade of 5.0 is required on Oral Defense and Degree Thesis Manuscript

### **Repeating students without attendance: regular examination call**

- **Degree Thesis Manuscript (May, 03/2020)**

Academic Work (Individual - 80%)

Evaluated competences: B1, B2, B3, B4, B5, E19

- **Oral Defense (May, 13/2020)**

Final exam (Individual - 20%)

Evaluated competences: B4, G11, E19

- **Supervised follow-up**

Supervised project (Individual - 0%)

Evaluated competences: B1, B2, G2, G11

A minimum of three meetings with the supervisor is required. The Follow-up by your supervisor that evaluates your Research process may provide you with +5% extra points.

Students will have to submit their Degree Thesis in pdf on the Moodle following the indications from the Degree Thesis Norms and Regulations.

To pass the subject a minimum grade of 5.0 is required on Oral Defense and Degree Thesis Manuscript

### **Repeating students without attendance: resit examination call**

- **Degree Thesis Manuscript (Jun, 01/2020)**

Academic Work (Individual - 80%)

Evaluated competences: B1, B2, B3, B4, B5, E19

- **Oral Defense (Jun, 10/2020)**

Final exam (Individual - 20%)

Evaluated competences: B4, G11, E19

- **Supervised follow-up**

Supervised project (Individual - 0%)

Evaluated competences: B1, B2, G2, G11

A minimum of two meetings with the supervisor during the resit period is required.

Students will have to submit their Degree Thesis in pdf on the Moodle following the indications from the

Degree Thesis Norms and Regulations.

To pass the subject a minimum grade of 5.0 is required on Oral Defense and Degree Thesis Manuscript

### **Follow-up meetings**

Week 3 (Feb, 03/2020)

Week 7 (Mar, 09/2020)

Week 10 (Apr, 20/2020)

## **6. Bibliography**

### **Mandatory readings**

Altinay, L. and Paraskevas, A. (2008). Planning Research in Hospitality and Tourism (241). Oxford: Butterworth-Heinemann See chapters/pagespp.154-240

Saunders, M. N. K., Lewis, P. and Thornhill, A. (2008) Research Methods for Business Students. (4th ed.) (504) Financial Times. Harlow: Prentice Hall. See chapters/pagespp. 472-609

## **7. Lecturer/s**

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## 8. Observations

- \* Information on the academic calendar, exam timetables, and room assignment will be posted on the virtual campus and on the Faculty's website once available.
- \* All members of the Faculty community should know and apply the HTSI Academic Norms and Regulations.
- \* Consult and apply the Degree Thesis Norms and Regulations document.

Plagiarism is a term used in academia for passing off other people's work as your own. Plagiarism is a form of cheating and is a serious academic offense. It arises where work submitted by a student has been taken from another source. Plagiarism is academic fraud and has severe consequences. Please ensure you apply the Harvard Referencing style to avoid plagiarism.

The students are provided with academic English support as described in the Degree Thesis Norms and Regulations