

University Master Degree in Innovative Hospitality Management

Academic Year: 2017-2018

Teaching guide

Area: In-Company Research Thesis

Subject: Research Project

Period: Semester 2

Lecturers:

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MODULE: RESEARCH IN HOSPITALITY

AREA: IN-COMPANY RESEARCH THESIS

SUBJECT: RESEARCH PROJECT

CODE: M039.RT

LANGUAGE: ENGLISH

YEAR: 1

PERIOD: SEMESTER 2

CREDITS: 6 ECTS

1. Subject objectives

The Research Thesis module enables participants to use the skills and knowledge developed during the Research Methods module for investigation of an aspect of their field of study that is of particular interest. This document explains the aims of the module, how it is organised and assessed. If, during the module, you have any queries you should contact your supervisor, once allocated, or, the module coordinator if necessary.

At the end of the module, students should demonstrate originality in the application of theory and research techniques to formulate and implement a research project in an independent manner. Students should also demonstrate the ability to identify clear aims and objectives, to gather and analyse data, solve associated technical or organisational problems, and address issues of an academic nature through the production of a sustained piece of research.

2. Competencies developed

Basic

B06 - Have demonstrated knowledge and understanding that is original in developing and/or applying ideas often within a research context

B07 - Can apply their knowledge and understanding, and problem solving abilities in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study

B08 - Have the ability to integrate knowledge and handle complexity, and formulate judgments with incomplete or limited information, but that include reflecting on social and ethical responsibilities linked to the application of their knowledge and judgments

B09 - Can communicate their conclusions, and the knowledge and rationale underpinning these, to specialist and non-specialist audiences clearly and unambiguously

B10 - Have the learning skills to allow them to continue to study in a manner that may be largely self-directed or autonomous

General

G01 - Be able to find and manage information

Transversales

T05 - Commitment to ethical and social responsibility: being able to act in accordance with principles and ethical and social values.

T06 - Problem solving: ability to identify problems and to design and implement appropriate solutions to them

T07 - Research Design: to be able to design and structure research in line with the problem and the objectives thereof.

T08 - Analysis and synthesis of results: ability to analyze and interpret the data obtained in an investigation

T09 - Write research reports: being able to properly draft the final report of an investigation in light of the interpretation of the results thereof

Specific

E01 - Creativity: ability to develop new concepts, solutions or procedures to address new situations differently or to known situations optimizing available resources

E02 - Innovation: being able to create new products, services, experiences or processes based on market opportunities or competitive advantages of companies or hotel organizations.

E06 - Strategic Planning: ability to establish long-term plans by setting priorities.

3. Content

Session 1: Research Methods (Barcelona) Putting together a literature review - After identifying and defining the research topic, aim and objectives, the students will carefully review the literature concerning the area of research. - Following from the proposal and rationale, the students will develop a theoretical framework based on contemporary readings..

Session 2: Research Methods (Barcelona) Conducting the research - Going through the research process. Learning to carefully plan and execute the research in order to find answers and solutions to the questions or problems investigated while relating theory and empirical data..

Session 3: Reporting the research Writing the dissertation: - The introduction (mainly derived from the research proposal). - The literature review (mainly from the Barcelona block) - The research approach and methods for data collection, - The research results after collecting, interpreting and analyzing the data. - The conclusions, relating the data with the theory. - Limitations and recommendations of the research undertaken. - List of references, presenting all references according to the HTSI referencing norms. - Appendices, including all relevant Annexes. .

Session 4: Defending the Research Project.

4. Teaching methodology

Supervised Projects.

Supervised Projects.

Supervised Projects.

Readings.

Readings.

Readings.

5. Assessment activities

Regular examination call

- **Research Project (Mar, 23/2018)**

Supervised project (Individual - 70%)

Evaluated competences: All

- **Defence (Mar, 23/2018)**

Supervised project (Individual - 30%)

Evaluated competences: All

The Oral defence has a minimum grade of 4.

Resit examination call

- **Research Project - September (Sep, 13/2017)**

Supervised project (Individual - 70%)

Evaluated competences: All

- **Defence - September (Sep, 13/2018)**

Supervised project (Individual - 30%)

Evaluated competences: All

In re-sits the remaining coursework grades will be maintained
The Oral defence has a minimum grade of 4.

Repeating students without attendance: regular examination call

- **Research Project (Mar, 23/2018)**

Supervised project (Individual - 70%)
Evaluated competences: All

- **Defence (Mar, 23/2018)**

Supervised project (Individual - 30%)
Evaluated competences: All

The Oral defence has a minimum grade of 4.

Repeating students without attendance: resit examination call

- **Research Project (Sep, 13/2018)**

Supervised project (Individual - 70%)
Evaluated competences: All

- **Defence (Sep, 13/2018)**

Supervised project (Individual - 30%)
Evaluated competences: All

The Oral defence has a minimum grade of 4.

Follow-up meetings

Week 3

Week 7

Week 13

6. Bibliography

Mandatory readings

Altinay, L. and Paraskevas, A. (2008). Planning Research in Hospitality and Tourism (241). Oxford:

Butterworth-Heinemann.

Saunders, M. N. K., Lewis, P. and Thornhill, A. (2008) *Research Methods for Business Students*. (4th ed.) (504) Financial Times. Harlow: Prentice Hall.

Verschuren, P. and Doorewaard, H. (1999) *Designing a research project*. Utrecht: Lemma

Recommended readings

Journals: *Academy of Management Review* *Annals of Tourism Research* *British Journal of Management* *Current Topics in Management* *European Journal of Marketing* *International Journal of Contemporary Hospitality Management* *International Journal of Hospitality Management* *International Journal of Operations and Production Management* *International Journal of Organizational Analysis* *Journal of Applied Behavioural Science* *Journal of Applied Management Studies* *Journal of European Industrial Training* *Journal of Management Development* *Journal of Managerial Psychology* *Journal of Marketing Research* *Journal of the Market Research Society* *Management Accounting Research* *Management Decision* *Management Learning Organization* *Studies Personnel Review* *Regional Studies* *Tourism Management*

Name and Internet address Business Zone: <http://www.businesszone.co.uk> Data Archive: <http://dawww.essex.ac.uk> FT Info: <http://www.info.ft.com/companies> Hoovers Online: <http://www.hoovers.com> Statbase: <http://www.statistics.gov.uk/statbase/mainmenu.asp> UK Equities Direct: <http://194.200.168.251/equities/index.htm> Advertising Association: <http://www.adassoc.org.uk> Advertising Standards Authority: <http://www.asa.org.uk> Advisory Conciliation and Arbitration Service: <http://www.acas.org.uk> American Marketing Association: <http://www.ama.org> Association of Chartered Certified Accountants: <http://www.acca.co.uk> Business Link: <http://www.businesslink.co.uk> Confederation of British Industry (CBI): <http://www.cbi.org.uk> Chartered Institute of Bankers: <http://www.cib.org.uk> Chartered Institute of Management Accountants: <http://www.cima.org.uk> Chartered Institute of Marketing (CIM): <http://www.cim.co.uk> Industrial Society: <http://www.indsoc.co.uk> Institute of Directors : <http://www.iod.co.uk> Institute of Management: <http://www.inst-mgt.org.uk> Chartered Institute of Personnel and Development: <http://www.cipd.co.uk> Institute of Practitioners in Advertising (IPA): <http://www.ipa.co.uk> KPMG UK: <http://www.kpmg.co.uk> London Stock Exchange: <http://www.sets.co.uk> Trade Union Congress (TUC): <http://www.tuc.org.uk> Biz/Ed: <http://www.bized.ac.uk> Human Resource Management Resources on the Internet: http://www.nbs.ntu.ac.uk/staff/lyerj/hrm_link.htm

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Arksey, H. and Knight, P. (1999) *Interviewing for Social Scientists*. London: Sage.

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Branscomb, H. E. (1998) *Casting your Net: A Students Guide to Research on the Internet*. Boston: Allyn and Bacon.

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- Bryman, A. (1988) (ed) *Doing Research in Organisations*. London: Routledge
- Bryman, A. (1988) *Quantity and Quality in Social Research*. London: Unwin Hyman.
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- Henry, G. T. (1995) *Graphing Data: Techniques for Display and Analysis*. Thousand Oaks, CA: Sage
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Zikmund, W. G. (2000) *Business Research Methods*. (6th ed.) Fort Worth: Harcourt.

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 web site once it is available.
- * Academic norms and regulations is an obligation for all the members of the academic community in the faculty.