

University Master Degree in Hotel Management

Academic Year: 2018-2019

Teaching guide

Area: Research Methods in Hospitality

Subject: Research Methods

Period: Semester 2

Lecturers:

Dr. Gilda María Hernández Maskivker

Publication for the exclusive use of the School of Tourism and Hospitality Management Sant Ignasi (Ramon Lull University).

Total or partial reproduction is prohibited.

MODULE: INTERNSHIP AND MASTER THESIS

AREA: RESEARCH METHODS IN HOSPITALITY

SUBJECT: RESEARCH METHODS

CODE: MHMRMH

LANGUAGE: ENGLISH

YEAR: 1

PERIOD: SEMESTER 2

CREDITS: 5 ECTS

1. Subject objectives

Students on the Master's programme in Management will be expected to undertake effective research drawing upon a range of primary and secondary data sources in the preparation of coursework. Research skills are therefore of general relevance to all Master's modules. It is important that students are exposed to a range of generic methodological issues, techniques and study skills. The Research Skills module is particularly geared towards preparation for, and successful completion of, high quality, rigorous and systematic management research required for a project and is of general relevance to the successful completion of coursework. Thus, this subject provides a general introduction to research methods and will cover three broad topics: research design, data collection, and data analysis. By the end of the course, students should be able to: formulate good research questions and design appropriate research, collect data using a variety of methods, analyze both qualitative and quantitative data, and critically evaluate their own research and that of others.

2. Competencies developed

Basic

B06 - knowledge and understanding that provide a basis or opportunity for originality in developing and / or applying ideas, often in a research context

B07 - students can apply their knowledge and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study

B08 - students are able to integrate knowledge and handle complexity and formulate judgments based on information that is incomplete or limited, include reflecting on social and ethical responsibilities linked to the application of their knowledge and judgments

B09 - students can communicate their conclusions and the underlying supporting knowledge and rationale to specialists and non-specialists in a clear and unambiguous way.

B10 - students must possess the learning skills that enable them to continue studying in a way that will be largely self-directed or autonomous

General

G01 - be able to search and manage information from sources in order to make decisions that contribute to achieving the objectives of the organization

Transversales

T02 - Promoting entrepreneurship initiative and to propose new approaches to introduce competitive improvements

T03 - use English as the language of the hotel industry in developing a career in an international environment

T04 - design and structure a study or research in the field of Hospitality Management to address a problem or need

Specific

E02 - Identify the different global actors active in shaping the market and hotel industry to learn how to compete or cooperate with them

E06 - identify the needs and expectations of consumers to plan for the provision of various products and services that allow hoteliers to encourage excellence in customer relations through a process of continuous innovation

E11 - Propose new products, services, processes or experiences from analyzing the results from a study or research in the field of Hospitality Management to take advantage of market opportunities and gain competitive advantage in business or hospitality organizations.

3. Content

Session 1: Master thesis guidelines. What needs to be done? This introductory session will consider the nature and role of research in tourism and hospitality environments. Provides an overview of the research planning and implementation process. Research Philosophies: Positivism and Phenomenology. Research Approaches: Deduction and Induction. Quantitative versus Qualitative Research. Overviews the range of qualitative and quantitative methods available to researchers in the tourism and hospitality disciplines. .

Session 2: Environmental scanning, Analytical tools: Identification of Environmental Opportunities and Threats and Firm Strengths and Weaknesses (SWOT Analysis) PESTEL VRIO PORTER etc. Research questions .

Session 3: Discusses the importance of the literature review in the research planning process. Planning and undertaking a literature review, uses of academic and practitioner literature, critical reading and referencing skills. .

Session 4: Methodology: Sampling. What is Sampling? . Probability Sampling . Non-Probability Sampling. Data Collection Techniques: Designing questionnaire surveys and sampling strategies. Looks

at the key elements of good survey instrument design. Quantitative data analysis.

Session 5: Methodology: Interviews. Focus Group. Observation Qualitative data analysis .

Session 6: How to develop Results and Discussion section? Conclusions: Strategy Formulation, Implementation and Evaluation Limitations and Future research .

4. Teaching methodology

Practical Exercises. Writing Exercises The take-home written assignment shall consist of a review of the scientific literature relevant to the student's topic of interest. As students conduct their literature review for this second writing assignment, they are required to orally present a brief progress report on their research question(s) or topic that focuses their inquiry.

Supervised Projects. Regarding your in-company placement, you will prepare a report (5-6 Pages) for strategic profile and company analysis purpose including the general environmental analysis, industry analysis, competitive environmental analysis, and internal analysis.

5. Assessment activities

Regular examination call

• **Writing Exercises: The take-home written assignment shall consist of a review of the scientific literature relevant to the student's topic of interest. (Apr, 08/2019)**

Academic Work (Individual - 40%)

Evaluated competences: CB6, CB7, CB8, CB9, CB10, G01, T02, T03, T04, E01, E02, E06, E11

• **Regarding your in-company placement, you will prepare a report for strategic profile and company analysis purpose including the general environmental analysis, industry analysis, competitive environmental analysis, and internal analysis. Choose a quantitative or a qualitative research tool according to your research question. Design a pilot study for your thesis. Justify selection of the research tool and variables used to test hypothesis. (Apr, 26/2019)**

Supervised project (Individual - 60%)

Evaluated competences: CB6, CB7, CB8, CB9, CB10, G01, T02, T03, T04, E01, E02, E06, E11

Resit examination call

• **Regarding your in-company placement, you will prepare a report for strategic profile and company analysis purpose including the general environmental analysis, industry analysis, competitive environmental analysis, and internal analysis. Conduct literature review according to**

the research question. Choose a quantitative or a qualitative research tool according to your research question. Design a pilot study for your thesis. Justify selection of the research tool and variables used to test hypothesis. (May, 10/2019)

Academic Work (Individual - 100%)

Evaluated competences: CB6, CB7, CB8, CB9, CB10, G01, T02, T03, T04, E01, E02, E06, E11

Repeating students without attendance: regular examination call

• **Regarding your in-company placement, you will prepare a report for strategic profile and company analysis purpose including the general environmental analysis, industry analysis, competitive environmental analysis, and internal analysis. Conduct a literature review according to the research question. Choose a quantitative or a qualitative research tool according to your research question. Design a pilot study for your thesis. Justify selection of the research tool and variables used to test the hypothesis. (Apr, 26/2019)**

Academic Work (Individual - 100%)

Evaluated competences: CB6, CB7, CB8, CB9, CB10, G01, T02, T03, T04, E01, E02, E06, E11

Repeating students without attendance: resit examination call

• **Regarding your in-company placement, you will prepare a report for strategic profile and company analysis purpose including the general environmental analysis, industry analysis, competitive environmental analysis, and internal analysis. Conduct literature review according to the research question. Choose a quantitative or a qualitative research tool according to your research question. Design a pilot study for your thesis. Justify selection of the research tool and variables used to test the hypothesis. (May, 10/2019)**

Academic Work (Individual - 100%)

Evaluated competences: CB6, CB7, CB8, CB9, CB10, G01, T02, T03, T04, E01, E02, E06, E11

Follow-up meetings

Week 3 (Feb, 11/2019)

Week 7 (Apr, 11/2019)

Week 11 (May, 16/2019)

6. Bibliography

Mandatory readings

Book Altinay, L. and Paraskevas, A. (2008). Planning Research in Hospitality and Tourism (241). Oxford: Butterworth-Heinemann. 153 10 7

UNWT Tourism Highlights 2015 World Economic Forum: The Travel and Tourism Competiveness Report 2015
Travel and Tourism Economic Impact 2015 ITB World Travel Report 2015

Recommended readings

Barbour, R. (2008) Introducing Qualitative Research: a Student Guide to the Craft of Doing Qualitative Research. London: Sage. Coles, T.E., Duval, D.T. and Shaw, G. (2013) A Student's Guide to Writing Dissertations and Theses in Tourism Studies and Related Disciplines. Abingdon: Routledge. Finn, M., Elliott-White, M. & Walton, M. (2000) Tourism & Leisure. Data Collection, Analysis and Interpretation. Harlow, Longman. Phillimore, J. and Goodson, L. (2004) Qualitative Research in Tourism. Ontologies, Epistemologies and Methodologies. London: Routledge.

Academic article Banyai, M. and Troy, G. (2012), Evaluating Research Methods on Travel Blogs. Journal of Travel Research, Vol. 51 (3), p267-277. 10 2 1
Academic article Shuang, L. and Rhonda, B. (2013), Empowering and Engaging Students in Learning Research Methods. Education Research and Perspectives, Vol. 40 (1), p150-168. 18 2 1
Book Cottrell, S. (2011), Critical Thinking Skills ? Developing Effective Analysis and Argument. (2nd Ed), Basingstoke: Palgrave Macmillan 15 4 1

7. Lecturer/s

Dr. Gilda María Hernández Maskivker (Head lecturer) - gilda.hernandez@htsi.url.edu

Contact hour: sending an email for personal meeting

Gilda Hernandez-Maskivker holds a PhD in Tourism and Leisure from the Rovira i Virgili University (URV), Tarragona, Spain. She also has a degree in Tourism and a Master's Degree in Analysis Techniques and Innovation in Tourism. She was a visiting professor at different universities worldwide such as The Maldives National University or Calabria University. In 2013 completed a research stay at California State University Long Beach (USA). She was the Director of Official Masters in Hotel Management and Innovation in Hospitality at the School of Tourism and Hospitality Management Sant Ignasi, Ramón Llull University, Barcelona from 2016 to 2018. Hernandez-Maskivker is a lecturer in tourism marketing and research methods. Her main research lines are on consumer behavior, tourism marketing, and sustainable tourism. She has participated in numerous seminars and conferences and published papers in high impact journals.

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.