

Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2018-2019

Teaching guide

Area: Degree Thesis

Subject: Degree Thesis

Period: Semester 8

Lecturers:

Ms. Daniela Freund de Klumbis
Dr. Emili Valdero Mora
Dr. Emilio Robres Sitja
Dr. Federico Prats Salmurri
Mr. Geoffrey Vito Belligoi
Dr. Gilda María Hernández Maskivker
Dr. Hubert Augusto Joo Kitano
Ms. Itziar Ramírez García
Mr. Jorge Peralta Ramos
Dr. Juan Francisco Puertas Montoro
Dr. Marian Buil Fabregà
Dr. Mónica Cerdán Chiscano
Ms. Valeria Jurado Leyda

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

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 project.

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 work together? How to plan your work and how to work together? .

Session 2: Follow-up meeting with your supervisor .

Session 3: WORKSHOP 2: 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 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: Literature review: following the proposal and rationale, the students will develop a theoretical framework based on the latest research and will learn how to write in proper academic English in their own words while referring to other authors..

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. Sampling and representativeness. A start with Interviews (1). Interviews: how to know what questions to ask? Ethics in interviewing. How to conduct the interview? Recording and transcript of the interview. How to answer our research questions with the answers of the people we interviewed?.

Session 8: Follow-up meeting with your supervisor .

Session 9: WORKSHOP 5: Research methods: Interviews and Observation Interviews: how to know what questions to ask? Ethics in interviewing. How to answer our research questions with the answers of the people we interviewed? How to use observation as a research method? How to analyse the results of the observations? Learning to carefully plan and execute the research in order to find answers and solutions to the questions or problems to be investigated while relating theory and empirical data..

Session 10: Follow-up meeting with your supervisor .

Session 11: WORKSHOP 6: Research methods: Focus Groups. Introduction to software to analyze qualitative data.

Session 12: Follow-up meeting with your supervisor .

Session 13: WORKSHOP 7: Research methods: Questionnaires (1) 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? Learning to carefully plan and execute the research in order to find answers and solutions to the questions or problems to be investigated while relating theory and empirical data. .

Session 14: Follow-up meeting with your supervisor .

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

Session 16: Follow-up meeting with your supervisor .

Session 17: WORKSHOP 9: Data analysis: How to analyse the data? How to report the results? Difference between results and conclusions. Learning to carefully plan and execute the research in order to find answers and solutions to the questions or problems to be investigated while relating theory and empirical data..

Session 18: Follow-up meeting with your supervisor .

Session 19: WORKSHOP 10: Finding and discussion; conclusion chapters. How to develop these sections in a proper way? .

Session 20: Follow-up meeting with your supervisor .

Session 21: WORKSHOP 11: 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. Everything should be checked and perfect at this point. Presentation and defense preparation..

Session 22: Follow-up meeting with your supervisor .

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 (May, 03/2019)

Academic Work (Individual - 80%)

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

• Defence (May, 16/2019)

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 17th and 18th 2018. 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 present and defend your Degree Thesis a minimum grade of 5.0 is required on both the Supervised project and the Academic Work.

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

Resit examination call

- **Degree Thesis (Jun, 03/2019)**

Academic Work (Individual - 80%)
Evaluated competences: B1, B2, B3, B4, B5, E19

- **Defence (Jun, 13/2019)**

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. The Follow-up by your

supervisor that evaluates your Research process may provide you with +5% extra points.
To present and defend the Degree Thesis a minimum grade of 5.0 is required on both the Supervised project and the Academic Work.

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

Repeating students without attendance: regular examination call

- **Degree Thesis (May, 03/2019)**

Academic Work (Individual - 80%)
Evaluated competences: B1, B2, B3, B4, B5, E19

- **Defence (May, 17/2019)**

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.

To present and defend your Degree Thesis a minimum grade of 5.0 is required on both the Supervised project and the Academic Work.

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

Repeating students without attendance: resit examination call

- **Degree Thesis (Jun, 03/2019)**

Academic Work (Individual - 80%)
Evaluated competences: B1, B2, B3, B4, B5, E19

- **Defence (Jun, 14/2019)**

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. The Follow-up by your supervisor that evaluates your Research process may provide you with +5% extra points.

To present and defend a minimum grade of 5.0 is required in both the Supervised project and the Academic Work.

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

Follow-up meetings

Week 3 (Feb, 15/2018)

Week 7 (Mar, 15/2018)

Week 10 (Apr, 12/2018)

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 offence. 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 HTSI Rules and Guidelines for Academic Referencing to avoid plagiarism.

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