

The Hong Kong Polytechnic University

Subject Code	HTM3205
Subject Title	Analyzing and Interpreting Research
Credit Value	3
Level	3
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	The purpose of this subject is to provide students with the ability to apply appropriate research methods in addressing specific tourism or hospitality related problem. It also provides basic knowledge and understanding about the analysis of both qualitative and quantitative data.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Competent professional:</p> <ul style="list-style-type: none"> • <i>list and identify</i> various types of research and their purpose in the hospitality and tourism industry. • <i>design and develop</i> a research proposal to address a specific tourism or hospitality related problem. <p>B. Critical thinker:</p> <ul style="list-style-type: none"> • <i>critically evaluate and implement</i> appropriate research methods and techniques in addressing a tourism or hospitality related problem. • <i>use</i> a statistical package and <i>interpret</i> the output in addressing specific tourism or hospitality related problems. <p>C. Innovative problem solver:</p> <ul style="list-style-type: none"> • <i>identify and apply</i> a variety of basic data analysis techniques in interpreting both qualitative and quantitative data in the hospitality and tourism context. <p>D. Effective Communicators (not applicable)</p> <p>E. Lifelong Learners (not applicable)</p> <p>F. Ethical Leader (not applicable)</p> <p>G. Socially Responsible Global Citizen (not applicable)</p>

**Subject Synopsis/
Indicative Syllabus**

- a. Introduction to the Research Process
- b. Developing Literature Review Skills
- c. Data Collection Techniques
- d. Questionnaire Design
- e. Sampling
- f. Analysis of Qualitative Data – Content Analysis and Coding
- g. Interpreting Qualitative data
- h. Analysis of Quantitative Data 1 – Descriptive Statistics and Normal Distribution
- i. Analysis of Quantitative Data 2 – Chi-Square Test and t-test
- j. Analysis of Quantitative Data 3 – ANOVA Test
- k. Analysis of Quantitative Data 4 – Correlation and Regression
- l. Writing a Research Report
- m. Research Ethics and Professional Conduct