

Subject Name	Research Methods
Subject Code	HTM582
No. of Credits	3 Credits
Total Contact Hours	39 Hours
Prerequisite	None

Subject Description:

The objective of this subject is to teach students how to do research. Specifically, it will enable students to understand the process of research in the management and operations of private and public sectors, and the various approaches that are used in that research. It will also develop students' ability to critically review published material and other research and consultancy reports. The aim is to equip students with the necessary skills required to undertake a substantial supervised research project at the Masters degree level and be familiar with the process of preparing a properly constructed proposal for a research project.

Intended Learning Outcomes:

Upon completion of the subject, students will be able to:

1. Discuss the basic concepts and process of conducting research in the management of hospitality and tourism industry. They should also be able to describe factors contributing to the success of a research study/project.
2. Identify and follow the proper steps in developing a research proposal. Students will be able to define and assess the research processes in various hospitality and tourism sectors.
3. Critically assess the advantages and disadvantages of applying different research methods.
4. Work as a team to research, plan, organize, and present a qualitative research project for a service operation.
5. Use technology to apply the computerized quantitative data analysis.

Assessment Weighting:

Continuous Assessment	100%
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Indicative Content:

- Introduction to research methods
- Research question identification
- The research process
- Secondary data
- Methods overview, qualitative data (interviews / focus groups)
- Qualitative data analyses
- Questionnaire design and measurement
- Sampling
- Alternative data collection techniques
- Quantitative data analysis
- Report preparation and ethics