

HTM6008 Hotel and Tourism Management Research Seminar

Subject Name	Hotel and Tourism Management Research Seminar
Subject Code	HTM6008
No. of Credits	3 credits
Total Contact Hours	30 hours
Prerequisite	HTM6006 - Quantitative Research Methods for Hotel and Tourism Management or HTM6007 - Qualitative Research Methods for Hotel and Tourism Management

Subject Description

This subject will familiarize students more extensively with the contemporary issues and methodologies in hospitality and tourism research. Students will review and critically comment on published research to understand how the research was undertaken and the validity of the results in an interactive environment.

Subject Outcomes

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

1. Analyze contemporary issues that are relevant to hotel and tourism management;
2. Evaluate the process and quality of research in hotel and tourism management;
3. Review critically published journals articles and other scholarly reports;
4. Integrate and formulate relevant skills for the development of doctoral research and thesis;
5. Develop the skills to engage in preparation of quality research articles.

Assessment Weighting

Continuous Assessment 100%

Key topics to be addressed in this subject (Subject to regular update)

1. Overview of research in hotel and tourism management: theoretical and applied research
2. Research methodologies in hotel and tourism management
3. Research process and doctoral thesis writing
4. Management of research projects
5. Contemporary issues in the hotel and tourism industries