

HTM6007 Qualitative Research Methods for Hotel and Tourism Management

Subject Name	Qualitative Research Methods for Hotel and Tourism Management
Subject Code	HTM6007
No. of Credits	3 credits
Total Contact Hours	30 hours
Prerequisite	HTM582 Research Methods or equivalent

Subject Description

The purpose of this subject is to understand the key concepts and issues underlying qualitative approaches to the research in hotel and tourism management. Participants are expected to be able to use various qualitative research methods in a practical research context. The subject will also equip the participants with the skills needed to conduct and to evaluate high level consultancy projects.

Subject Outcomes

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

1. Understand the characteristics, key concepts and theories underpinning qualitative research;
2. Analyze and evaluate the concepts, strengths and weaknesses of qualitative research and its various techniques;
3. Critically evaluate qualitative research;
4. Apply the qualitative research design process in developing a research proposal;
5. Interpret and communicate the results of a small scale qualitative research project.

Assessment Weighting

Continuous Assessment 100%

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

1. Qualitative Research Paradigms
2. Qualitative Research Approaches
3. Qualitative Research Methods/Techniques
4. Qualitative Data Analysis with NVIVO
5. Validity Threats in Qualitative Research
6. Qualitative Research Report Writing
7. Ethical Issues in Qualitative Research