

The Hong Kong Polytechnic University

Subject Code	HTM4338 HTM4339
Subject Title	Honours Thesis I Honours Thesis II
Credit Value	0-credit for HTM4338 – Honours Thesis I 6-credit for HTM4339 – Honours Thesis II
Level	4
Pre-requisite / Co-requisite/ Exclusion	HTM3205 – Analyzing and Interpreting Research
Objectives	<p>Under the guidance of a supervisor, this subject is designed to enable students to conduct a significant piece of original research on a topic of their choice that is relevant to the hospitality or tourism industry. As one of the capstone subjects of their degree, it is expected that students will conduct a reasonably rich, detailed, rigorous piece of original research in two consecutive semesters.</p> <p>Honours Thesis I (HTM4338) will normally constitute the first three chapters of the final Thesis which outlines the topic, research background, literature review, and proposed methods. It will be assessed on a pass/fail basis. Students who pass Honours Thesis I (HTM4338) will be allowed to proceed with Honours Thesis II (HTM4339) which outlines the data collection, analysis and results, discussion and conclusion. Both Thesis I and Thesis II combine to represent the body of the thesis.</p> <p>The thesis represents a significant piece of research and is, therefore, expected to be up to around 10,000-30,000 words in length.</p>
Intended Learning Outcomes	<p>Upon completion of this subject students will be able to:</p> <p>A. Professional Competence</p> <ul style="list-style-type: none"> • Gather, synthesize, analyze and interpret data (primary or secondary). <p>B. Creative Thinkers</p> <ul style="list-style-type: none"> • Demonstrate creativity and critical thinking in a variety of situations to express clear ideas. • Demonstrate creativity, strategic thinking and critical thinking to inform sound judgment in a hospitality workplace environment. <p>C. Effective Communicators</p> <ul style="list-style-type: none"> • Communicate and analyze the findings of the study effectively.

	<p>D. Innovative Problem Solvers</p> <ul style="list-style-type: none"> Identify, define and resolve a specific problem relating to hospitality and tourism industry. <p>E. Lifelong Learners</p> <ul style="list-style-type: none"> Have the ability to undertake research independently. <p>F. Ethical Leaders</p> <ul style="list-style-type: none"> Demonstrate expertise in conducting a piece of original research that relates to industry, management or developmental issues relating to tourism, hospitality and the advance sector. 																														
<p>Subject Synopsis/ Indicative Syllabus</p>	<p>This subject is largely an independent study subject, where the student will work one on one with an assigned supervisor.</p> <p>A series of research/methodology seminars will be conducted to refamiliarize students with the research process, data analysis and data interpretation. Seminars will include, but are not restricted to:</p> <ol style="list-style-type: none"> Review of Research Methods Using Secondary Data Primary Data Collection Methods Quantitative Data Analysis Qualitative Data Analysis Report Writing and presentation 																														
<p>Teaching/Learning Methodology</p>	<p>I. Seminars will be as refresher topics to review the key elements in the research process. Class attendance is on an 'as-needed' basis, where students can attend those seminars where they feel they need specific skills refreshing. Students are encouraged to raise any specific issues and problems related to their research either in groups or individually depending on the complexity of the problem set for consideration.</p> <p>II. Individual consultation with individual supervisor represents the main teaching and learning method, where the student will work closely with the supervisor to develop, operationalise and to complete the whole thesis.</p>																														
<p>Assessment Methods in Alignment with Intended Learning Outcomes</p>	<table border="1" data-bbox="462 1606 1437 1900"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>F</th> </tr> </thead> <tbody> <tr> <td>i. Individual project</td> <td>100%</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> </tr> <tr> <td>Total</td> <td>100%</td> <td colspan="6"></td> </tr> </tbody> </table>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						A	B	C	D	E	F	i. Individual project	100%	√	√	√	√	√	√	Total	100%						
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Student Study Effort Required	Class contact:	
	▪ Seminar/tutorial	20 Hrs.
	Other student study effort:	
	▪ Self-reading	232 Hrs.
	Total student study effort	252 Hrs.

Reading List and References	<p>Zikmund, W. (2003). <i>Business Research Methods</i> (7th ed.). South-western of Thomson Learning, US.</p> <p>Finn, M., Elliott-White, M., & Walton, M. (2000). <i>Tourism and Leisure Research Methods – Data Collection, Analysis and Interpretation</i>. Pearson Education, UK.</p>
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