



COURSE DESCRIPTION

1. GENERAL

SCHOOL	ECONOMIC SCIENCES		
DEPARTMENT	TOURISM		
LEVEL	Undergraduate		
COURSE CODE	TOU170	SEMESTER	6 th
COURSE TITLE	Research Methods in Tourism and Hospitality		
INDEPENDENT TEACHING ACTIVITIES	WEEKLY TEACHING HOURS	ECTS	
Lectures	4	5	
COURSE CATEGORY	Skills Development		
COURSE TYPE	Compulsory		
PREREQUISITES	-		
LANGUAGE OF TEACHING AND EXAMINATIONS	Greek		
THE COURSE IS OFFERED TO ERASMUS STUDENTS			
URL	https://tourism.ionio.gr/en/undergraduate-studies/courses/1334/		
ECLASS			

2. TEACHING RESULTS

Teaching Results
Upon successful completion of the course, students will be able to: <ul style="list-style-type: none">-have a complete overview of the preparation of a dissertation- They know how literature research is carried out and the main sources used-evaluate and synthesize the relevant literature-identify research questions-choose a topic for scientific research leading to a dissertation-compose, organize and analyze primary and secondary data-evaluate the different types of quantitative/qualitative research and ways of collecting data-recognize that regression analysis is one of the most powerful and frequently used tools in statistics-construct mathematical models using software that realistically describe the relationship between one or more independent variables-use statistical analysis software to analyze data on real problems-summarize the important and original conclusions of a scientific (thesis) project-compose a well-structured scientific (thesis) paper in an appropriate academic style.-defend the dissertation at the level of presentation



General Skills

- Seek, analyze and synthesize data
- Adaptation to new environments
- Decision making
- Autonomous work
- Team work
- Work in interdisciplinary environment
- Evaluation and self-evaluation
- Freedom of thought

3. CONTENT

This course presents a broader view of how research is designed, organized and conducted. Specifically, the course aims to prepare and guide students in preparing a scientific (thesis) in the Department of Tourism. The course includes literature research, use of data sources, ethics and research ethics, overall design, objectives, philosophy, methods, writing, evaluation and presentation of a dissertation. In addition, the course summarizes the central components of a range of basic methodological tools of quantitative and qualitative research approaches. Multiple regression is included to develop models of two or more independent variables because the limitation of regression analysis to two variables in the Business Statistics course was done for didactic reasons, in order to simplify the introduction to regression analysis as much as possible. Particular emphasis is placed on familiarizing students with appropriate programs (software) for statistical data analysis.

Introduction to scientific research - Ethics and ethics of research

Selection of the topic of the dissertation

Literary research - study of secondary sources - classification of information

Collection of primary information: Methodological design of statistical research

Analysis of primary findings: review of key methodological tools of quantitative and qualitative research approaches - multiple regression and construction of multiple regression models

Writing, evaluation and presentation of dissertation

4. TEACHING AND LEARNING METHODS - EVALUATION

TEACHING METHOD	Lectures												
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES	<p>Use of ICT in Teaching: Electronic Classroom Management System (Open eClass), Powerpoint slides, lecture notes in pdf, spreadsheets, appropriate programs (software) for statistical data analysis</p> <p>Use of ICT in Communication: Communication with students is achieved through the use of the Electronic Classroom Management System (Open eClass) and e-mail</p>												
TEACHING STRUCTURE	<table> <tr> <td>Activity</td> <td>Semester Workload</td> </tr> <tr> <td>Lectures</td> <td>52</td> </tr> <tr> <td>Projects</td> <td>13</td> </tr> <tr> <td>Literature Study and Analysis</td> <td>30</td> </tr> <tr> <td>Practice and Preparation</td> <td>30</td> </tr> <tr> <td>Course Total (ECTS: 5)</td> <td>125</td> </tr> </table>	Activity	Semester Workload	Lectures	52	Projects	13	Literature Study and Analysis	30	Practice and Preparation	30	Course Total (ECTS: 5)	125
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Course Total (ECTS: 5)	125												
EVALUATION OF STUDENTS	<p>The individual assessment grades are indicated next to each question.</p> <p>It is possible to carry out intermediate assessments - progress and/or mini projects - of defined specifications with presentations. The details of the examinations</p>												



(examination format, date, time, subject matter, weighting, etc.), the project details/project specifications and the dates of their presentation shall be announced. Interim assessments are not exempt from the final examination syllabus.

The course calendar, the assessment criteria and weightings will be made known to students at the start of the course. Instructor reserves the right to adjust the pace to accommodate class progress. Students are responsible for keeping up with all adjustments to the course calendar.

5. BIBLIOGRAPHY

Research Methods for Tourism Students, Durbarry Ramesh, 2018, Routledge

Business research methods, Quinlan, C. Babin, B., Carr, J., Griffin, M. & Zikmund, W.G., 2019, Cengage Learning

Research Methods for Business Students, Saunders M., Lewis P., Thornhill A., 8th edition, 2019, Pearson