

Course Syllabus

- | | |
|----------------------------------|---------------------------------------------|
| 1. Program of Study | B.B.A. (Tourism and Hospitality Management) |
| Faculty/Institute/College | Mahidol University International College |
| 2. Course Code | ICTM 480 |
| Course Title | Tourism and Hospitality Research Methods |
| 3. Number of Credits | 4 (4-0-8) (Lecture-Lab-Self-study) |
| 4. Prerequisite (s) | ICTM 461 |
| 5. Type of Course | Required Course |
| 6. Session | Trimester 1, 2, 3 / Every academic year |
| 7. Conditions | Maximum number of students is 30 |

8. Course Description

An introduction to research process and design, data collection, hypothesis testing, and reporting; featuring econometrics and other quantitative applications in business research; research on a topic related to the tourism and/or hospitality industry.

9. Course Objectives

After successful completion of this course, students will be able to

9.1 Develop understanding and appreciation of research and the need for research, not only in tourism and hospitality, but also applicable to numerous other fields.

9.2 Develop knowledge and skills in designing and carrying out research projects.

9.3 Experience valuable "real-life" lessons.

10. Course Outline

Week	Topics	Hours			Instructor
		Lecture	Lab	Self-Study	
1	Whats and whys of research Research ethics <ul style="list-style-type: none"> • Research in our everyday life • Code of ethics 	4	-	8	Boonratana, R.
2	The research process <ul style="list-style-type: none"> • Overview and basic steps involved in the research process • Topic selection and topic overview • Listing, finding and reviewing sources • Preparing purpose statement, research questions, and thesis statement • Outlining topics and sub-topics • Citing & referencing sources 	4	-	8	
3	The research process (cont.) <ul style="list-style-type: none"> • Deciding strategies and methods • Implementing • Reporting/publishing results • Research proposals 	4	-	8	
4	Common research methods <ul style="list-style-type: none"> • Observation • Qualitative • Quantitative • Interviews • Questionnaire • Case studies • Choosing the most appropriate method(s) 	4	-	8	
5	Questionnaires <ul style="list-style-type: none"> • Methods overview • Formulating questions • Types of questionnaire surveys • Designing questionnaires • Student assignment: prepare and test questionnaires 	4	-	8	
6	Interviews <ul style="list-style-type: none"> • Methods overview • Unstructured interviews • Semi-structured interviews • Structured interviews • Focus groups • Interview guidelines • Student assignment: prepare and test interview questions 	4	-	8	

Week	Topics	Hours			Instructor
		Lecture	Lab	Self-Study	
7	Sampling <ul style="list-style-type: none"> • Why sample? • Avoiding bias • Sample unit • Types of sampling • Sampling distributions 	4	-	8	Boonratana, R.
8	Students collect data <ul style="list-style-type: none"> • Students are required to collect data on their pre-approved research assignments • Consult with instructor as and when needed 	4	-	8	
9	Data management, analysis, interpretation, and presentation <ul style="list-style-type: none"> • Organizing and managing data • Qualitative data analysis • Quantitative data analysis • Interpreting data • Presenting data 	4	-	8	
10	The final product – preparing a research report The sections <ul style="list-style-type: none"> • Executive summary • Table of contents • Glossary • Introduction • Methods • Results • Discussions and conclusion • Literature cited • Appendices 	4	-	8	
11	Students' Presentations	4	-	8	
Total		44	0	88	
Final Examination					

NB. The course is subject to change without prior notice to fit the changing tourism circumstances.

11. Teaching Method (s)

- 11.1 Lectures
- 11.2 Discussions
- 11.3 Presentations (students and guest speakers)

12. Teaching Media

- 12.1 LCD overhead projector

- 12.2 PowerPoint
- 12.3 Multimedia resources
- 12.4 Handouts
- 12.5 Text books

13. Measurement and evaluation of student achievement

Student achievement is measured and evaluated by

- 13.1 the ability in developing understanding and appreciation of research and the need for research, not only in tourism and hospitality, but also applicable to numerous other fields.
- 13.2 the ability in developing knowledge and skills in designing and carrying out research projects.
- 13.3 the ability in coping with valuable “real-life” lessons.

Ratio of mark

1. Assignment(s)	45%
2. Student presentation	15%
3. Final Examination	40%
Total	100 %

14. Course evaluation

- 14.1 Students’ achievement as indicated in number 13 above.
- 14.2 Students’ satisfaction towards teaching and learning of the course using questionnaires.

15. Reference (s)

Babbie, E. (2005). *The Basics of Social Research*, (3rd ed.) Wadsworth: Thomson.

Poynter, J.M. (1993). *How to research and write a thesis in hospitality and tourism: a step-by-step guide for college students*. New York: Wiley.

Ritchie, B.W., P. Burns, and C. Palmer, eds. (2004). *Tourism research methods: integrating theory with practice*. Wallingford: CABI.

Sommer, R. and B. Sommer. 2002. *A Practical Guide to Behavioral Research: Tools and Techniques*, (5th ed.). New York: Oxford University Press.

Veal, A.J. 2006. *Research methods for leisure and tourism: a practical guide*, (3rd ed.). New York: Prentice Hall.

16. Instructor (s)

Dr. Ramesh Boonratana
Lecturer
Travel Industry Management Division
Mahidol University International College

17. Course Coordinator

Dr. Ramesh Boonratana
Lecturer
Travel Industry Management Division
Mahidol University International College
Tel. +66 (0) 2441-4090 ext. 1240
Fax +66 (0) 2441-9745
Email icramesh@mahidol.ac.th