



蘇州大學
Soochow University

MAG 475 Research Methods in Hospitality and Tourism

Summer 2023

Course Credits: 4

Contact Hours: 55 hours

Instructor: TBA

Email: TBA

COURSE OBJECTIVES

This course is designed for undergraduate students interested in advancing their research in Tourism, Hospitality, or Events Management. Through a step-by-step approach, students will be guided through the entire research process, starting from generating initial ideas to writing up and presenting their findings.

The course also includes coverage of the Internet and the digital environment as a space to conduct research, and the use of technology in analysis such as SPSS is covered alongside the traditional methods. Case studies illustrate real challenges and provide practical examples of application from various settings to help students understand how to manage and present their research effectively.

Upon completion of this course, students will be able to:

1. Develop an appreciation for conducting research and the significance of research, not only in tourism and hospitality, but also applicable to various other fields;
2. Gain a comprehensive understanding of research principles and how they can be applied to real-world situations in the hospitality and tourism industry;
3. Demonstrate proficiency in research procedures, including data collection, analysis, and interpretation;
4. Gain practical experience in using the Statistical Package for the Social Sciences for data analysis;
5. Acquire the necessary skills and knowledge to actively participate in research



projects within the hospitality and tourism industry, contributing to informed decision-making and furthering their understanding of this dynamic field.

PREREQUISITES

N/A

GRADING

Grades will be determined by accumulating points, with 100 points being the maximum, as follows:

ITEM	POINTS
Assignments	20 Points
Midterm 1	15 Points
Midterm 2	15 Points
Project & Student Presentation	20 Points
Final Exam	30 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$.

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

Paul Brunt, Susan Horner, Natalie Semley, *Research Methods in Tourism, Hospitality and Events Management*, 1st Edition, SAGE Publications Ltd, 2017.

Recommended (Optional) Texts or Other Materials:

Information Resources Management Association, *Hospitality, Travel, and Tourism: Concepts, Methodologies, Tools, and Applications*, IGI Global, 2014.

COURSE TOPICS

MODULE	TASKS
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Module 1	Topics: Topic 1: Overview of Recent Developments in Hospitality, Travel and Tourism Topic 2: Whys of Research Topic 3: Marketing the National Identity, Consumer-Centric Marketing Topic 4: E-Tourism and Digital Tools for Marketing and Promotion Assignment#1
Module 2	Topics: Topic 5: Modern Devices, Software, and Media Used in Industry Topic 6: Applications and Case Studies The Implementation of Rural Heritage Measures in Ukraine Topic 7: E-Business Adoption Framework in the Hospitality Industry Topic 8: Food Tour of India Assignment#2
Module 3	Topics: Topic 9: Step-by-Step Process of Conducting Research Topic 10: Research Methods Topic 11: Planning a Project; Challenges and Limitations Topic 12: Selecting a Sample Assessments: Midterm#1 Project
Module 4	Topics: Topic 13: Quantitative Data Collection Methods Topic 14: Qualitative Data Collection Method Topic 15: Analyzing the Data, Introduction to Statistical Package Topic 16: Assessing and Evaluating Research Projects Using a Structured Framework Assessments: Midterm#2 Project
Module 5	Topics: Topic 17: Emerging Trends: The Future of the Hospitality, Travel and Tourism Topic 18: Leisure Time Marketing in the Context of the Entertainment Industry Topic 19: Management of Consumer Perception and Behaviors Topic 20: Students' Presentations Assessments: Final Exam

ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to



decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (e.g., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the



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academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

DISABILITY ACCOMMODATION

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.