

Course Title	Research Methods and Data Analysis in Hospitality and Tourism				
Course Code	HTM410				
Course Type	Elective				
Level	Bachelor (1st Cycle)				
Year / Semester	4 th Year/1 st Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	3 Hours/ 14 weeks	Laboratories / week	None
Course Purpose and Objectives	<p>The course helps students to develop an understanding about the usefulness of research for tourism and hospitality, to provide students with knowledge concerning the variety of topics that interest tourism and hospitality literature and how these can be reviewed for further enrichment, to familiarize students with the various techniques needed to obtain data for given research problems, aims and objectives, and to supply knowledge about how data can be analyzed and interpreted into useful information for taking decisions concerning tourism and hospitality issues across and within diverse cultures.</p>				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate skills for finding literature material concerning tourism and hospitality and critically assess this material. • Employ a research strategy based on theory and practice, and schedule the necessary methodology for its implementation. • Examine and analyze the quantitative and qualitative techniques for the collection and analysis of data for a series of tourism and hospitality topics. • Evaluate the outcomes of research and interpret them into useful for enriching the literature and taking decisions, information. • Elaborate the levels of difficulty for various categories of projects and deal with time, cost, and work barriers in tourist and hospitality research. 				
Prerequisites	AEF105, HTM220		Co-requisites	None	
Course Content	<p>Introducing Research in Tourism and Hospitality fields Critically reviewing the literature, theoretical frameworks, collecting and using secondary data sources</p>				

	<p>Formulating and clarifying the research topic: writing a research proposal for tourism and hospitality areas of study</p> <p>Methodology and Research Design: Deciding on the research approach and choosing a research strategy</p> <p>Qualitative research methods for collecting primary data</p> <p>Quantitative research methods for collecting primary data</p> <p>Measurement concepts, Questionnaire design, Negotiating access and research ethics</p> <p>Sampling techniques</p> <p>Using statistics: Creating a codebook for primary (or raw) data and transforming them into information, Handling missing data</p> <p>Using preliminary statistics: Univariate(or Descriptive) data analysis, Graphical representation and interpretation of data</p> <p>Using Bivariate (or Correlations) statistical data analysis to explore relationships between two variables (Parametric and non-parametric tests), Graphical representation and interpretation of data</p> <p>Using advanced (or Inferential) statistics: Multivariate data analysis (Parametric and non-parametric tests), Graphical representation and interpretation of data.</p>
Teaching Methodology	Face-to-Face
Bibliography	<p>Finn, M., Elliott-White, M., and Walton, M.: Research Methods for Leisure and Tourism, Latest Edition, Longman.</p> <p>Veal, A.J.: Research Methods for Leisure and Tourism: A Practical Guide, Latest Edition, Financial Times / Prentice Hall.</p> <p>Ritchie, J. R. B., and Goeldner, C.R.: Travel, Tourism, and Hospitality Research: A Handbook For Managers And Researchers, Latest Edition, Wiley.</p> <p>Ryan, C.: Researching Tourist Satisfaction, Latest Edition, Thomson Learning.</p> <p>Saunders, M., Lewis, P., and Thornhill, A.: Research Methods for Business Students, Latest Edition, Italy: FT, Prentice Hall, Pearson Education.</p> <p>Zikmund, W. G., Babin, B.J., Carr, J.C., and Griffin, M.: Business Research Methods, Latest Edition, Canada: South-Western Cengage Learning.</p> <p>Pallant, J.: SPSS survival manual. A step by step guide to data analysis using SPSS, Latest Edition, Open University Press.</p>

Assessment	<table border="1"><tr><td data-bbox="472 191 1052 296">Examinations</td><td data-bbox="1052 191 1281 296">70%</td></tr><tr><td data-bbox="472 296 1052 359">Assignments</td><td data-bbox="1052 296 1281 359">20%</td></tr><tr><td data-bbox="472 359 1052 422">Class Participation and Attendance</td><td data-bbox="1052 359 1281 422">10%</td></tr><tr><td data-bbox="472 422 1052 510"></td><td data-bbox="1052 422 1281 510">100%</td></tr></table>	Examinations	70%	Assignments	20%	Class Participation and Attendance	10%		100%
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Language	English								