

Name : Tourism Research Methods and Report Writing Techniques					
module/course code :	Student workloads:	Credits (ECTS):	Semester :	Frequency :	Duration :
PAR62011	510 minutes/week	4.53 ECTS	6	Even	1 x per semester
	Types of courses :	Contact hours :		Independent study :	Class size X students :
	Research	150 minutes/week		360 minutes/week	30 students
1	Prerequisites for participation : no prerequisites				
2	Learning outcomes : <ol style="list-style-type: none"> <li>1. Students are able to select research topics, conduct preliminary research, and develop appropriate problem statements.</li> <li>2. Students are able to formulate hypotheses that align with the chosen research method.</li> <li>3. Students are able to develop a literature review and research methodology based on the selected topic.</li> <li>4. Students are able to use various relevant strategies in drafting scientific research proposals.</li> </ol>				
3	Description : This course discusses about Tourism Research Methods and Report Writing Techniques. Tourism Research Methods and Report Writing Techniques course also provides the difference between quantitative and qualitative research methods, and explore data analysis and collection.				
4	Teaching methods: <ol style="list-style-type: none"> <li>1. project work</li> <li>2. case studies</li> <li>3. group work</li> <li>4. lectures</li> <li>5. discussions</li> <li>6. seminars</li> </ol>				
5	Assessment methods: Presentation 10% Discussion 10% 3 Tasks 20% Quiz 10% MIDDLE SEMESTER EXAM 25% FINAL SEMESTER EXAM 25%				
6	Other information e.g. bibliographical references: <ol style="list-style-type: none"> <li>1. Cooper, D.R. and Schindler, P.S. (2014) Business Research Methods. New York: McGraw-Hill.</li> <li>2. Creswell, J. (2014). <i>Research Design: Qualitative, Quantitative, and Mixed Methods Approaches</i> (Vol. 4): SAGE Publications.</li> </ol>				

3. Sekaran, U. *Research Methods for Business: A Skill-Building Approach*. Second Edition. Singapore. John Wiley & Sons, Inc
4. Zikmund, William G., Barry J. Babin, Jon C. Carr & Mitch Griffin (2013). *Business Research Method*, 9th edition, South-Western Centrage Learning, Mason, Ohio, U.S.
5. Cooper, D. R. & Emory, C. W. (1996). *Business Research Methods* (5<sup>th</sup> Edition). USA: Irwin, Inc.
6. Bryman, A. and Emma Bell. (2015.). *Business research methods*. Oxford: Oxford University Press.
7. Lee, Nick & Ian Lings. (2008). *Doing Business Research, A Guide to Theory and Practice*. London: Sage Publications Ltd.
8. Creswell, J. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (Vol. 4): SAGE Publications.
9. Creswell, J. W., & Plano Clark, V. L. (2011). *Designing and conducting mixed methods research* (2<sup>nd</sup> Edition). Thousand Oaks, CA: Sage
10. Hair, J. F. Jr., Babin, B., Money, A. H., and Samouel, P. (2003). *Essential of Business Research Methods*. John Wiley & Sons: United States of America.
11. Kerlinger, F.N., & Lee, H.B. (2000). *Foundations of Behavioural Research* (4<sup>th</sup> Edition), Harcourt Inc.
12. Rubin, Allen & Babbie, Earl (2009). *Essential Research Methods for Social Work*, Cengage Learning Inc., USA.
13. Chawla, Deepak & Sondhi, Neena (2011). *Research methodology: Concepts and cases*, Vikas Publishing House Pvt. Ltd. Delhi.
14. Pawar, B.S. (2009). *Theory building for hypothesis specification in organizational studies*, Response Books, New Delhi.
15. Neuman, W.L. (2008). *Social research methods: Qualitative and quantitative approaches*, Pearson Education.
16. Singarimbun, Masri & Sofian Effendi, 2009. *Metode Penelitian Survei*, LP3ES
17. Arikunto, Suharsini. 2006 *Prosedur Penelitian Suatu Pendekatan Praktik*. Cetakan ke-13 Edisi revisi. PT. Rineka Cipta. Jakarta.
18. Jogiyanto. 2004. *Metodologi Penelitian Bisnis*. BPFE.Yogyakarta.