

TRMH*6290 Research Methods (0.5)

FALL 2017

General Course Information

Instructor:	WooMi Jo, Ph.D.
E-mail	woomi@uoguelph.ca
Office Location	MACS 307
Office Hours	By appointment
Department/School	School of Hospitality, Food, and Tourism Management
Class Schedule:	Monday 2:30 – 5:20 pm
Room:	MAC Halls 233

Course Description

This course looks at selected analytical techniques in tourism and hospitality research, both empirical and subjective, as well as the nature of research questions. The course is intended to help you make informed judgements about selected research tools and designs, and draw logical and substantive conclusions.

Course Learning Outcomes

After successfully completing this course, students *will be able to*:

- ✓ Describe the nature of research and research problems in tourism and hospitality and how they differ from other types of problems
- ✓ Describe the uses, assumptions, strengths and weaknesses, and specific procedures of a selection of tools
- ✓ Articulate the differences between empirical and subjective research design
- ✓ Undertake a critical literature review
- ✓ Design an effective questionnaire, select an appropriate sample size, and estimate sampling significance in statistical results
- ✓ Write up an academically sound research proposal

Knowledge and Understanding:

- 1) Demonstrate in-depth knowledge of the nature of research in hospitality and tourism
- 2) Describe the strengths and limitations of empirical versus subjective research designs
- 3) Conduct a critical literature review as part of developing a research proposal
- 4) Conduct fundamental data analysis

Discipline/Professional and Transferable Skills:

- 1) Develop a critical literature review
- 2) Design an effective questionnaire
- 3) Describe alternative sampling designs
- 4) Estimate an appropriate sample size for a proportional sample
- 5) Critically discuss the uses and limitations of statistical significance
- 6) Develop analytical skills

Attitudes and Values:

- 1) Appreciate the role of research in decision-making
- 2) Understand the importance of literature reviews and critical thinking in research

Required Readings:

IBM SPSS Statistics 23 Step by Step: A Simple Guide and Reference, 14/E by Darren George and Paul Mallery, ISBN: 978-1-138-68134-7.

Selected readings will be provided during the course of the term via CourseLink. These readings are from several sources (see the course schedule). Be prepared to discuss all readings in class.

Students are highly encouraged to have a 3-ring binder and organize the reading materials, lecture notes and SPSS materials by week.

There are two data sets provided for students. These are for this course only. The instructor has the sole ownership of the data. Students are not allowed to share with people outside of the course nor use for any type of publication. If anyone interested in conducting further analysis of the data, the instructor will be more than happy to discuss.

Schedule

Tentative Course Schedule

Week	Dates	Topic	Students' Prep & Dues
1	9/11	1. Course Introduction –Course Objectives 2. <i>Lecture</i> : Why research? 3. Research proposal guideline 4. IBM SPSS23 Introduction 5. Library resources (Librarian)	- <i>Reading</i> : SPSS Guideline CH 1-3 - SPSS installation - In-class reading and discussions – locating research articles
2	9/18	1. <i>Lecture</i> : Reading skills (article to review) 2. SPSS CH4: Managing data (Reading) 3. Assigned: Research proposal	- One article summary - <i>Reading</i> : LR RHT CH2
3	9/25	1. Journal Article Reading (JA) 2. <i>Lecture</i> : Review Skills - Literature review 3. SPSS CH5 & 6: Graphs and Frequencies	- JA questions and discussion - <i>Reading</i> : CL Article 1a & 1b - SPSS assignment 1
4	10/2	1. <i>Lecture</i> : Writing proposal & Descriptive Statistics 2. SPSS CH 7: Descriptive Statistics	- <i>Reading</i> : CL Article 2 - SPSS assignment 2 - Research idea meeting this week
5	10/9	No Class Scheduled	
6	10/16	1. <i>Lecture</i> : Sampling issues 2. SPSS CH 8 & 9: Cross-tabulation, χ^2 & mean analyses 3. Project Idea Presentations – peer feedback	- <i>Reading</i> : LR RHT CH5 - SPSS assignment 3 - 1 page research idea report
7	10/23	1. <i>Lecture</i> : Data collection 2. SPSS CH10 & 11: Correlation and t-test	- <i>Reading</i> : LR EBRM CH8 - SPSS assignment 4
8	10/30	1. <i>Lecture</i> : Qualitative vs. Quantitative Research 2. SPSS CH12 & 13: ANOVA: one-and two-ways	- <i>Reading</i> : CL Article 3a & 3b - SPSS assignment 5
9	11/6	1. <i>Lecture</i> : Questionnaire Design 2. SPSS CH14: ANOVA: three-ways and covariates	- <i>Reading</i> : LR BRM CH15 - SPSS assignment 6 - Proposal progress report

10	11/13	1. <i>Lecture</i> : Research Ethics (Sandy Auld from REB) 2. SPSS CH15: Regression	- <i>Reading</i> : CL Article 4 - SPSS assignment 7
11	11/20	1. <i>Lecture</i> : Measurement and Scaling 2. SPSS CH 16: Regression	- <i>Reading</i> : LR BRM CH13 - SPSS assignment 8
12	11/27	1. Special topic: Attitude Measurement	- Exam 1 - SPSS assignment 9
13	12/1	1. Final Project Presentations - location TBA 2. Wrap-up	- Presentation - Final Project Report

***Keys:**

CL: CourseLink

LR: Library Reserves

RHT: Planning Research in Hospitality and Tourism by Altinay, Parskevas & Jang

BRM: Business Research Methods by Zikmund, Babin, Carr and Grifinn

EBRM: Essentials of Business Research Methods by Hair, Celsi, Money, Samouel & Page

All reading articles and materials are posted on the CourseLink (CL)

Course Assessments

Course grading/ evaluation

Assessments	Weights	Due Date
Exam	10%	Please see the specific deadlines in the course schedule above
SPSS Homework	20%	
Journal Articles (JA) participation	10%	
Research idea report	10%	
Progress report	10%	
Final report	20%	
Presentation	20%	
TOTAL	100%	

Grading Breakdown

A+	90-100%	A	85-89%	A-	80-84%
B+	77-79%	B	73-76%	B-	70-72%
C+	67-69%	C	63-66%	C-	60-62%
D+	57-59%	D	53-56%	D-	50-52%
F	0-49%				

Exam

There will be two mid-term exams. The exam style and exact exam dates will be announced in advance. There will be no make-up exams. The make-up tests will be given only to those who miss because of school sponsored functions (prior arrangement required) or doctor's validated illness.

Homework

There will be SPSS homework each week. This assignment is due at the beginning of each class. **Any late assignments will receive no mark.** A template is provided for this assignment, and all SPSS assignments are submitted using it. These homework problems are assigned to help you learn key concepts in research techniques. Students are strongly advised to work these problems by themselves. Practice is critical in learning data analysis skills.

Journal Article Summary (JA)

The remaining students are required to answer the questions by the presenter or bring up a relevant question to discuss or provide a critique point. This participation will be also assessed for the all JA discussions. No participation, no credit. Students can earn maximum of 10 points for each presentation. The article reading is an important part to develop and expand the understanding of the topics in class.

Research Project & Presentation

Each student is required to conduct a research project independently, and to write a theoretically based research paper focusing on a specific topic relating to hospitality and tourism. The project is only for this course, and *should not be used for other classes or other purposes without the professor's approval.*

Extensive review of literature will lead you to develop a research idea. A research idea report including tentative title and background is due as schedule (see the course schedule). Students are expected to present the idea for about 10 minutes on the due date. The research project should be approved by the professor prior to **October 16**. It is each student's responsibility to schedule a research meeting with the instructor during the week of October 2.

A project progress report is due as scheduled (see the course schedule). It should include justification (importance of the study), objectives, brief literature review, hypotheses, and methods (data, sample, model, and analyses).

The final research paper is due as scheduled (see the course schedule). The paper must be 15-25 pages long, double-spaced and typed (including tables and figures, but excluding references).

The final report should include the following items:

- I. Introduction - background/objectives of study/importance of study/problem statement/expected contribution
- II. Brief Literature Review - theoretical foundation/discussion on previous studies/synthesis of the literature review/ hypotheses or propositions
- III. Brief Idea for Methodology- variables/ data/ questionnaire/ analysis

More help and tips are discussed and provided in class.

Conform to APA style (<http://www.apastyle.org/>). Don't forget to check spelling and grammar. The research idea, short proposal and final paper **turned in late will have no credits**. The final paper will be presented (25 minutes and Q&A 5 minutes) and discussed at the end of the course.

Course Policies

Assignments

Students will honor deadlines for projects, evaluations and other assignments set forth by the instructor. Specific deadlines will be given in the related course outline, and the instructor has the right *not to accept* assignments after the stated date due. All special requests pertaining to projects, evaluation and exams not addressed on the syllabus will be evaluated at the instructor's discretion.

Class Participation and Attendance

Students are strongly encouraged to share relevant information during class discussion and Q&A sessions. Sharing is an important part of learning in this class. It would promote a learning environment and all students would benefit.

Students are expected to attend classes on a regular basis. Be courteous to be on time and stay until the class dismisses.

Email Etiquette

Students will practice proper email etiquette or "netiquette" when addressing faculty, staff, students and outside professionals. Students are expected to use University of Guelph assigned email accounts for all university related communication. Email use does not relieve students of the responsibility or confirming the communication with the instructor. A timely email response from the instructor should be expected, but the email response will be subject to her commitments beyond the classroom, such as research, scholarly activity and service. The same applies to all students in class. A timely reply from the students is also expected.

- Properly address the recipient with his/her first or last name (do not begin your message with “hey”)
- Indicate what class you are referring to and who you are (your name)
- Write your message in full sentences with appropriate punctuations. (Texting like message is not appropriate)
- End your email with your signature (i.g., John Smith, HTRM6290, title, or phone number) – I highly recommend you to create a professional email signature in your email settings and use when it’s appropriate.

Communicate through University email and CourseLink.

Check the University email and visit the course website regularly.

- All class materials including updated schedule, assignments, class notes, extra readings, etc. will be communicated on CourseLink.
- Personal issues related to the class should be discussed only through email or in instructor’s office
- Be courteous for others when emailing or posting materials on CourseLink.

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the Graduate academic calendar for information on regulations and procedures for Academic Consideration: https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/sec_d0e2223.shtml

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Graduate Calendar:

https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/sec_d0e2700.shtml

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities as soon as possible. For more information, contact CSD at 519-824-4120 ext. 56208 or email csd@uoguelph.ca or see the website: <https://www.uoguelph.ca/csd/>

Drop date

The last date to drop one-semester courses, without academic penalty, is **NOVEMBER 3, 2017**.

For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/2017-2018/c03/c03-fallsem.shtml>