TRMH*6080: Qualitative Research Methods

W - 0.5 credit,

General Course Information

Instructor:	Dr. Erna van Duren
Email	evandure@uoguelph.ca
Office Location	MACS 224
Office Hours	Email to set up an appointment
Department/School	HFTM
Class Schedule:	Remote, Seminar
Pre-requisites:	Research Methods for Tourism and Hospitality (TRMH*6290)
Restrictions:	MCS*6080; FRAN*6020; ANTH*6140; SOC*6140; and MGMT*6850
Co-requisites:	None

Course Description

This course examines qualitative research methods used in food, tourism, and sport, as well as related hospitality and service management areas. Topics include types of qualitative methods, their theoretical foundations, project design, data collection, and analysis procedures and strategies, as well as appropriate communication of results.

Course Learning Outcomes

Upon completing this course, students will be able to:

1) Apply qualitative research methods appropriately.
2) Use software to analyze qualitative data.
3) Complete various procedures required to collect qualitative data (i.e. conduct an interview, an observation and visual online analysis).
4) Design a qualitative research project.
5) Explain the ethical issues involved in qualitative research and other related institutional and legal requirements.
6) Write, present and discuss issues, methods, procedures and results from qualitative research.

Indicative Content

The course is seminar class delivered in a "remote" format that requires on-line participation. Students should aim to complete the readings by Tuesday of each week so that they can participate in the online discussions during the Wednesdays to Fridays of each week.

The course also requires each student to develop, deliver and manage and participate in a series of student led seminars.

Schedule

Week	From	To	Topics
1	11-Jan	17-Jan	Introductions
2	18-Jan	24-Jan	Designing Qualitative Research - Essentials
3	25-Jan	31-Jan	Organization of Student Led Seminars; Open Discussion
4	01-Feb	07-Feb	Case Study - Essentials
5	08-Feb	14-Feb	NVIVO – Essentials; Netnography - Essentials
	15-Feb	21-Feb	Reading Week
6	22-Feb	28-Feb	Netnography - Essentials (continued)
7	29-Feb	06-Mar	STUDENT SEMINARS – TOPICS 1 begin this week
8	07-Mar	13-Mar	STUDENT SEMINARS – TOPICS 2 begin this week
9	14-Mar	20-Mar	STUDENT SEMINARS – TOPICS 3 begin this week
10	21-Mar	27-Mar	STUDENT SEMINARS - TOPICS 4 begin this week
11	28-Mar	03-Apr	STUDENT SEMINARS - All topics must be completed by this week; individual consultations on case study protocol
12	04-Apr	10-Apr	Individual consultations on case study protocol
	11-Apr	24-Apr	Case study protocol - Due April 24th at 9:00 a.m.

Assessments

All assessments are individual. Full instructions for these assignments will be provided in CourseLink

Component	Weight	Learning Outcome	Due Date and Location
Assignment 1 - Develop and lead a seminar on a qualitative data collection or analysis method	25%	L1, L3, L5, L6	Development Plan *Due Monday Feb. 22 9:00 a.m. DropBox "Seminar Plan"* Students will lead a seminar during their assigned week, during weeks 7-10
Assignment 2 - Write a critical review of another student's seminar plan and be the lead of participant in that student's seminar discussion	10%	L1, L6	*Due Thursday Feb. 25 9:00 a.m. DropBox "Seminar Review"* Each student will be the lead participant in a self-selected week (done during week 3), during weeks 7-10
Assignment 3 - Write a rapporteur style report on another student's seminar	10%	L2, L6	*Due 1 week after relevant seminar, 9:00 a.m. DropBox "Seminar Report"* Each student will self-select these roles in week 3
Assignment 4 - Write a case study protocol focused on the use of qualitative methods for one's own research topic (includes mini-proposal, pilot interview, ethics form and annotated bibliography	40%	All, emphasis on L2 and L4	*Due April 24th by 9:00 a.m. DropBox "Case Study Protocol"*
Participation - Active participation is essential to student success in this course. Students are expected to complete all readings before class and actively engage in the relevant discussion areas for each week.	15%	L6, + others (varies by week)	At least 1% of this grade will be assigned for participation in each week's activities, while the remainder will be for overall participation quality and sustained improvement in participation *First post must be made no later than 9:00 a.m. of Wednesday morning of each week. Most other posts must be made no later than 5:00 p.m. of Friday each week. Discussion can continue over the weekend but only to accommodate exceptional circumstances or for summative posts (those that do not require other students' participation*

Course Resources

Required Readings:

All required readings are from the required texts or will be available electronically from the University of Guelph library

Required Texts:

1. Kozinets, R. V. (2019). Netnography 3E KINDLE (ASIN: B07QDSGV9C ed.): SAGE Publications.
2. Lune, H., & Berg, B. L. (2016). Qualitative Research Methods for the Social Sciences 9E KINDLE (ASIN: B01JIL1SCK ed.): Pearson.
3. Yin, R., K. (2017). Case Study Research and Applications: Design and Methods 6E KINDLE (ASIN: B07C66LQX2 ed.): Sage Publications

   Note: ASIN = Amazon Standard Identification Number

You can purchase these books in various formats, but my *recommendation* is to purchase them in Kindle format. In the Kindle format you can access the books on two devices. If you use the Kindle books on an iPad or PC-based app, you will be able to highlight and mark excerpts for notes, which can be helpful for research and study purposes. The Yin and Kozinets books also contain links to useful external resources and references.

Other Resources:

We use two software packages in this course
- o NVivo, see QSR International. (2020). NVivo. Retrieved from https://www.qsrinternational.com/nvivo-qualitative-data-analysis-software/home
- o EndNote, see Clarivate Analytics. (2020). EndNote. Retrieved from https://endnote.com/
- o QSR International. (2020). *NOTE THAT YOU MAY ALSO USE ANY OTHER REFERENCING SOFTWARE THAT ALLOWS CREATION OF ANNOTATED BIBLIOGRAPHIES AND USER CREATED OUTPUT STYLES*

Course Policies

Grading Policies

All assignments must be submitted by 9:00 a.m. on the due date unless otherwise specified. No extensions will be offered, and no exceptions will be made. If assignments are handed in late, 33.33% of the total marks will be deducted for every day or part of a day they are late (including weekends). The end of the day is 5:00 pm ET. Assignments handed in after 5:00 pm ET on any given day will be considered to be another day late. If an assignment is due on Monday Jan. 11th at 9:00 a.m., and it is submitted at 6:00 p.m. it will be considered one day late, and the grade will be reduced by 33.33% (1/3 of the total marks available)

Course Policy regarding use of electronic devices and recording of lectures

Electronic recording of classes is expressly forbidden without consent of the instructor. When recordings are permitted they are solely for the use of the authorized student and may not be reproduced, or transmitted to others, without the express written consent of the instructor.

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 academic calendar for information on regulations and procedures for Academic Consideration: https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/sec_d0e2502.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_d0e2952.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: http://www.csd.uoguelph.ca/csd/

Course Evaluation Information:

Please refer to the Course and Instructor Evaluation Website

Drop date:

The last date to drop one-semester courses, without academic penalty, is Friday April 2, 2020. For regulations and procedures for Dropping Courses, see the Academic Calendar: http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08

Date Submitted to Chair:	
Chair Signature (Approval):	
Date Approved by Chair:	