



**TRMH\*6080**  
**Qualitative Research Methods**  
**Winter 2023**  
**0.5 Credits**

**General Course Information**

Instructor: Erna van Duren

*Email* evandure@uoguelph.ca

*Office Location* MACS224

*Office Hours* By appointment

*Department/School* HFTM

Class Schedule: Tuesday 10 a.m. to 11:20 a.m. 1-2 hours at the Arboretum, CourseLink, Microsoft Teams

Pre-requisites: Research Methods for Tourism and Hospitality (TRMH\*6290)

Classroom: TBA

**Course Description**

This course examines qualitative research methods used in food and tourism 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 successfully completing this course, you 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.

**Knowledge and Understanding:**

Students will learn how to use and design qualitative research methods and relevant software

**Discipline/Professional and Transferable Skills:**

Student will learn how to write, present and discuss issues, methods, procedures and results from qualitative research.

**Attitudes and Values**

Students will be able to explain the ethical issues involved in qualitative research and other related institutional and legal requirements.

**Summary of Course Content and Materials**

The course is an interactive class requiring participation and pre-class preparation. Students will be required to read all assigned readings in their entirety prior to class and be prepared to discuss the readings in class. This class comprises short lectures, weekly discussions, a team research project and an individual culminating assignment.

This year's team research project will be with a community partner – The Arboretum– and will involve assessing and upgrading its qualitative research tools so that they can be used by staff and volunteers in support of the Arboretum's strategic plan.

**Course Assessment**

<i><b>Components</b></i>	<i><b>Value</b></i>	<i><b>Description</b></i>	<i><b>Learning Outcomes</b></i>	<i><b>Due Date/ location</b></i>
<b>Participation</b>	<b>10%</b>		<b>All</b>	<b>All classes &amp; activities</b>
<b>Team Project “Qualitative Research Challenge”</b>	<b>70%</b>	<b>Includes components listed below, as well as collecting and analyzing qualitative data &amp; developing a report and user guide for a community partner</b>	<b>All</b>	<b>During class time, online at mutually agreed-upon times, other times at the community partner's location(s)</b>
Community partner meeting	2%	Question and answer, discussion of project with community partner		Tue. Jan. 17 <sup>th</sup> @ 10:00 AM Arboretum Auditorium / Teams
Draft proposal + Meeting	8%	Draft of proposal and meeting with community partner for feedback		Proposal: Sun Feb. 5 @ 11:59 PM CourseLink Meeting: Tue. Feb 7 @ 10:00 AM, Arboretum Auditorium / Teams

<b>Components</b>	<b>Value</b>	<b>Description</b>	<b>Learning Outcomes</b>	<b>Due Date/ location</b>
Final Proposal	7.5%	Completed proposal; Describes all tasks needed to complete project deliverables and final presentation		Sun Feb. 26 @ 11:59 PM CourseLink
Project deliverables	30%	These will be determined using the content and workplan provided in the proposal. Mandatory items include completion of the core certificate, recruitment and consent forms, interview guide/survey text and flow and a pilot test.		Dates, times, and locations to be determined in proposal
Draft presentation and report	10%	Draft presentation of the user guide, and slide deck for the public presentation on April 14 <sup>th</sup>		April 4 <sup>th</sup> 10 a.m. Arboretum Auditorium /r Teams
Public, Final Presentation	12.5%	Professional presentation of the project results at the 2023 Arboretum Research Studio (all day event, <a href="https://arboretum.uoguelph.ca/education-events/research-studio">https://arboretum.uoguelph.ca/education-events/research-studio</a> )		Friday April 14 <sup>th</sup> at 8:30 - 4:30 Arboretum Auditorium / Teams
Individual Assignment	20%	Assessment of how qualitative methods are applicable to the student's M.Sc. thesis	All	Tuesday March 28 @ 11:59 PM CourseLink
<b>Total</b>	<b>100%</b>			

## Teaching and Learning Practices

This course uses a blend of lectures, readings, an experiential learning team project, discussions, writing assignments and a final presentation

### Guidelines Around COVID

Ongoing health situations remain fluid. The University of Guelph sets the protocols and guidelines that must be followed by staff, students, faculty, and visitors. Please be sure that you have reviewed all information relating to COVID protocols and any other health-related restrictions for face-to-face interaction in class and on campus. Any changes made by the

University once the course has started will be also shared through our CourseLink announcements and email.

Please remember that we are community members within the class and on campus. If you are experiencing symptoms of illness, it is always best to remain at home and connect with your peer team (see above section!) about missed content.

A couple of quick links:

COVID Information for Students: <https://www.uoguelph.ca/covid19/covid-info-for-students>

UofG Wellness Centre: <https://wellness.uoguelph.ca/>

## **Course Resources**

Required Text:

- Kozinets, R. V. (2019). Netnography 3E KINDLE (ASIN: B07QDSGV9C ed.). SAGE Publications. <https://doi.org/ASIN: B07QDSGV9C>
- Lune, H., & Berg, B. L. (2016). Qualitative Research Methods for the Social Sciences 9E KINDLE (ASIN: B01JIL1SCK ed.). Pearson.

Recommended Text

- Yin, R., K. (2017). Case Study Research and Applications: Design and Methods 6E KINDLE (ASIN: B07C66LQX2 ed.). Sage Publications.

Other Resources:

Notes, Software, Readings: All other notes, software or readings will be made available through the D2L CourseLink site

## **Course Policies**

Grading Policies

All assignments and work contributing to the team project must be submitted on time unless other arrangements have been made. If you are unable to complete the final individual assignment on time, you will need to supply appropriate documentation. This is covered, below, under academic consideration.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-grds.shtml>

### **Missed Assignments**

A grade of zero will be assigned if you fail to submit an assignment, unless you are ill or have other compassionate reasons. Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Please note, vacation travel, moving house, or outside work commitments will not be accepted as valid reasons for missing deadlines.

If you have religious observances which conflict with the course schedule or if you are registered with Student Accessibility Services, please contact the course instructor in order to make arrangements for your assessment if appropriate.

### **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/2018-2019/genreg/sec\\_d0e2502.shtml](https://www.uoguelph.ca/registrar/calendars/graduate/2018-2019/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 offenses 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 to 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/2018-2019/genreg/sec\\_d0e2952.shtml](https://www.uoguelph.ca/registrar/calendars/graduate/2018-2019/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 Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email [sas@uoguelph.ca](mailto:sas@uoguelph.ca) or see the website: <https://wellness.uoguelph.ca/accessibility/>

### **Equity, Diversity, and Inclusion Statement**

At the Lang School of Business and Economics, we are committed to developing leaders with a social conscience, an environmental sensibility, and a commitment to their communities. A core tenet within this vision is that diversity is a strength with which we can experience greater connection and understanding.

As such, we affirm the importance and shared responsibility of our students, faculty, and staff in creating and promoting equity and inclusion within our learning spaces. Creating these kinds of learning cultures is a process, not a destination; it requires ongoing willingness on the part of each person to thoughtfully and critically listen, unlearn, learn, and engage as they are exposed to a multitude of perspectives and lived experiences. We encourage dialogues between students and instructors to address and advance opportunities for fostering greater diversity and inclusion in the learning environment. Openness to conversations with each other enables us to reflect and grow as we learn from one another respectfully and holistically.

As a department that is training the professionals of the future, we expect our learning spaces to abide by all institutional policies and guidelines, in particular those outlined by the Office of Diversity and Human Rights and the [University of Guelph Human Rights Policy](#). Discrimination and harassment, as defined by our policies, will not be tolerated. Individuals should inform the appropriate party as per University policies if they experience any such behaviours.

### **Course Evaluation Information**

Please refer to the [Course and Instructor Evaluation Website](#)

### **Recording of Materials**

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or a guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

### **Important University Dates**

The schedule of important university dates can be found at:

<https://calendar.uoguelph.ca/undergraduate-calendar/schedule-dates/>


#### Drop date

The last date to drop one-semester courses, without academic penalty, is **April 10, 2023**. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/graduate/current/>

More information about Dropping Courses can also be found here:

<https://www.uoguelph.ca/registrar/coursesadddrop>

<b>Date Submitted to Chair:</b>	
<b>Chair Signature (Approval):</b>	
<b>Date Approved by Chair:</b>	Jan 10, 2023