

### General Course Information

<b>Instructor:</b>	WooMi Jo, Ph.D.
E-mail	<a href="mailto:woomi@uoguelph.ca">woomi@uoguelph.ca</a>
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 students making informed judgements on 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
- ✓ Communicate an academically sound research design in verbal and written

### 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) Develop a quantitative research idea with appropriate method
- 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 25 Step by Step: A Simple Guide and Reference**, 15/E by Darren George and Paul Mallery, ISBN- ISBN-13: 9781138491076 (978-1-138-49107-6).

**SPSS Installation:** <https://www.uoguelph.ca/ccs/software/software-download>. Go to the bottom of the page for “Download Software” and click “here”. Login with the University Central login credential. Find IBM SPSS Statistics 25 to download (free to all University of Guelph students).

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

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 anyone outside of the course nor use for any type of publication. If anyone interested in conducting further analysis from the data, please let the instructor know.

## Schedule

### Tentative Course Schedule

Week	Dates	Topic	Students' Prep & Dues
1	9/9	1. Course Introduction – Course outline / Thesis timeline 2. IBM SPSS25 Guideline & Software 3. Journal article assignment 4. Library resources (Librarian)	- SPSS installation
2	9/16	1. <i>Lecture:</i> Academic research 2. Journal article reading – JA1 discussion 3. Research design assignment	- Reading: LR RHT CH 2 & 7 - Reading: SPSS Guideline CH1&2 - JA1 summary DUE
3	9/23	1. Sampling & Data collection 2. JA 2 discussion	- Reading: LR RHT CH5 & EBRM CH8 - JA 2 summary DUE
4	9/30	1. Questionnaire Design & Measurement scale 2. Reliability and validity tests	- Reading: LR BRM CH15 & CH13 - SPSS Guideline CH18
5	10/7	1. SPSS CH3 & 4: Entering & Managing data 2. JA3 discussion	- SPSS Guideline CH3 & 4 - <b>Research design report 1 DUE</b> - JA 3 summary DUE
6	10/14	No Class Scheduled - Thanksgiving holiday	
7	10/21	1. Descriptive Statistics 2. SPSS CH6, 7, & 8: Frequencies & Descriptive statistics, Cross-tabulation	- SPSS Guideline CH6, 7, & 8
8	10/28	1. Hypothesis test, Type I and II errors 2. SPSS CH8 & 11: $\chi^2$ test & t-test	- SPSS Guideline CH8 & 11

9	11/4	1. SPSS CH10: Correlation analysis 2. <i>Lecture</i> : Research Ethics REB Application	- - - <i>Reading</i> : SPSS Guideline CH10 & BRM 5 <b>Research design report 2 DUE</b>
10	11/11	1. SPSS CH12 & 13: One-way & Two-way ANOVA	- <i>Reading</i> : SPSS Guideline CH12 & 13
11	11/18	1. SPSS CH15&16: Linear & Multiple Regression 2. Q&A: Exam	- <i>Reading</i> : SPSS Guideline CH15&16
12	11/25	<b>Exam</b>	- Over all lectures, readings, SPSS exercises
13	11/29	1. Make-up for Oct. 14 (Thanksgiving) 2. <b><u>10am - 1 pm, MINS 207</u></b> 3. Research design presentations 4. Wrap-up	- Presentation - <b>Final research design report &amp; presentation file DUE</b>

**\*Keys:**

CL: CourseLink

LR: Library Reserves

JA: Journal Article

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)

SPSS Statistics 25 Step by Step: A Simple Guide and Reference

## Course Assessments

### Course grading/ evaluation

Assessments	Weights	Due Date
Exam	20%	Please see the specific deadlines in the course schedule above
Journal article reading	10%	
Class participation	10%	
Research design report 1	10%	
Research design report 2	10%	
Research design final report	30%	
Presentation	10%	
<b>TOTAL</b>	<b>100%</b>	

### 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

One written exam at the end of this course. This exam covers all lectures, SPSS practices, assigned readings including the Library Reserves and the journal articles. Students are responsible to review and understand these materials for the exam. Make-up exam is only allowed for those with school sponsored functions or doctor's validated illness. A prior arrangement must be made before a make-up exam is granted.

### **Journal Article (JA) Summary**

Three journal articles are assigned in the class. Students are required to read and prepare a summary (guideline is given). Class discussion is held for each article. Students must bring three key points and three questions that are relevant to the topic and participate in the discussion. This is to share each student's understanding of each topic and to raise further issues associated with the topic and article.

### **Class Participation**

Throughout the course, questions are posed by the instructor and peer students. Students are encouraged to share their ideas and thoughts. Each student participation will be assessed for the all JA discussions, during the lectures, and the final research presentations. The instructor brings a participation evaluation sheet to each class. The participation evaluation grid is provided. There will be a maximum 10 sessions involved student participation during the semester, each student can earn maximum of 10 marks for each session. No participation, no credit.

### **Research Design & Presentation**

Each student will design a quantitative research project independently, focusing on the research methods learned in class. There are three sequential reports to submit, and a presentation (15 minutes and 5 minutes Q&A) at the end of the semester. This is to prepare students to write a theoretically based research paper using proper quantitative research method. The project is only for this course, and *should not be used for other classes or other purposes without the professor's approval*.

Detail requirements for each report and presentation guideline are provided in class.

## **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 exam 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 each student 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) - A professional email signature in your email settings is strongly recommended 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, and these are sole property of the course and the instructor. Students are not allowed to share these with others outside of the class.
- 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/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 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/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 the Student Accessibility Services (SAS) 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/>

### **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 guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

### **Drop date**

The last date to drop one-semester courses, without academic penalty, is **NOVEMBER 29, 2019**.

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

<https://www.uoguelph.ca/registrar/calendars/graduate/current/sched/sched-dates-f10.shtml>

## International Students

An **International Student Advisor** (ISA) is available to meet one on one with undergraduate and graduate international students. Common topics include adaptation challenges, academic concerns, and culture shock. The ISA can help you get involved on campus, connect with other students, and talk through any personal concerns you may face. ISAs are always happy to see you and to provide guidance and support as needed. Email Yassin Sagnia at [ysagnia@uoguelph.ca](mailto:ysagnia@uoguelph.ca) or call 519-824-4120 Ext. 58686

**International Student Connections** offers events and programs specifically for international students through the Office of Intercultural Affairs (OIA), including free skill-building and intercultural competency workshops, cultural excursions, and social activities to help you meet new friends, learn new skills. Request an **OIA Ambassador**, an upper year student who has experience navigating campus resources, to provide tips and guidance to help make your first year successful. You will get an email introduction the first week of class, and you can use your OIA Ambassador for support throughout your first year.

To learn about upcoming events, or to register for OIA programs visit <https://gryphlife.uoguelph.ca/organization/OIA>

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