

TRMH*6310 Research Applications in Tourism & Hospitality (0.5) Winter 2020

General Course Information

Instructor:	WooMi Jo, Ph.D. (correct spelling)
E-mail	woomi@uoguelph.ca
Office Location	MACS 307
Office Hours	By appointment
Department/School	School of Hospitality, Food, and Tourism Management
Class Schedule:	Thursday 10:00 am – 12:50 pm
Room:	MAC Halls 233

Course Description

This course is designed to enhance the student's analytical capability, using both basic and advanced analytical techniques and tools in tourism and hospitality research. They learn to critically evaluate, to make effective judgments, to choose proper statistical techniques, and to draw logical and substantive conclusions.

Course Learning Outcomes

After successfully completing this course, students *will gain*:

Knowledge and Understanding of:

1. Psychometric and statistical theory
2. Appropriate multivariate analysis to address research questions of interest

Discipline/Professional Skills by:

3. Explaining the process of a professional research designing process
4. Using common statistical software such as SPSS and AMOS
5. Interpreting research reports from multivariate analyses

Transferable Skills by:

6. Working to prepare professionally designed research project
7. Identifying the key significant issues from a range of relevant research topics
8. Understanding the required research methodology for the scholarly journal submissions in hospitality and tourism management

It also contributes to the University of Guelph Learning objectives: *Numeracy, Understanding of forms of inquiry, Depth and breadth of understanding, and Independence of thought*

Teaching and Learning Practices:

This course is consisted of lectures and seminars. Lectures are based on selected course readings provided by the instructor. Students are expected to read all material and to be prepared to participate in class discussion. The seminars cover various statistical analyses using SPSS and AMOS. Data sets are provided for students' practices and associated assignments.

Required Resources

Required texts:

Field, A. (2017). *Discovering statistics using IBM SPSS statistics* (5th ed.). Thousand Oaks, CA: Sage.

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).

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis* (7th ed.). Upper Saddle River, NY: Prentice Hall. – Pearson New International Edition can be downloaded from Internet search.

Schreiber, J. B., Nora, A., Stage, F. K., Barlow, E. A. and King, J. (2006). Reporting structural equation modelling and confirmatory factor analysis results: A review. *The Journal of Educational Research*, 99 (6), 323-337.

Additional selected readings are provided on the CourseLink.

Required Software:

SPSS (Statistical Package for the Social Sciences): SPSS program should still work from Fall 2019 semester. Otherwise, install it again from here, <https://www.uoguelph.ca/ccs/software/software-download>.

AMOS (Analysis of a Moment Structures): 30 days trial version <https://www.ibm.com/account/reg/ca-en/signup?formid=urx-14553>. ** Wait to download the trial version until beginning of March as the Structural Equation Modelling (SEM) is covered then.

Students are recommended to bring their laptops with the above software installed to each class.

NOTE: There are 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	Topics	Preparations & Dues
1	1/9	- Welcome & introduction - Review	✓ Field (2017)- CH 1
2	1/16	- Exploratory Factor Analysis (EFA) & Reliability test - Results interpretation & presentations - Exam 1	✓ Field (2017)- CH 18 ✓ Assigned journal articles WK2
3	1/23	- Linear Regression	✓ Field (2017)- CH 9
4	1/30	- Linear Regression exercises - Results interpretation & presentations	✓ Assigned journal article WK4 ✓ IBM SPSS- CH 14, 15, 23 & 24
5	2/6	- Confirmatory Factor Analysis - Validation test	✓ Assignment 1 Due ✓ Hair et al. (2010) - CH 12 *
6	2/13	- Confirmatory Factor Analysis (CFA) excises - Results interpretation & presentations	✓ Schreiber et al. (2006) ✓ Assigned journal article WK6
7	2/20	Winter Break- No class scheduled	✓ Study for Exam 2
8	2/27	- Review - Exam 2	✓ Assignment 2 Due

9	3/5	- Structural Equation Model (SEM) - AMOS	✓ Hair et al. (2010) - CH 11 & 13*
10	3/12	- Structural Equation Model exercises - Results interpretation & presentations	✓ Assigned journal article WK10
11	3/19	- Market segmentation & Cluster Analysis	✓ Assignment 3 Due ✓ Hair et al. (2010) - CH 8*
12	3/26	- Cluster Analysis exercises - Results interpretation & presentations	✓ Assigned journal article WK12 ✓ IBM SPSS- CH 21
13	4/2	- Review - Exam 3	✓ Assignment 4 Due

*Note: The chapter numbers are followed by Hair et al. (2010) Pearson International Edition.

Course Assessments

Statistical Analysis Assignments (40%)

There are four assignments on various statistical analyses throughout the course to help students gain hands-on experiences. These assignments are consisting of running analyses using SPSS and AMOS, interpreting results, and writing short (one-two page long) reports. Detailed assignment description will be provided in class before each assignment is due.

Exams (50%): Exam 1 (10%), Exam 2 (20%), & Exam 3 (20%)

To test student knowledge of the concepts and techniques covered in class, there are three exams in this course. First one is to test the level of understanding from the basic research methodology (TRMH 6290) and to ensure students are ready to advance to multivariate analysis in this course. Exams 2 and 3 cover all lectures, SPSS and AMOS practices, assigned readings in this course. Students are responsible to review and understand these materials for the exams. Make-up exam is only allowed for those with school sponsored functions or doctor's validated illness.

In-Class Participation (10%)

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. Throughout the course, questions are posed by the instructor and peer students on assigned readings and statistical analytic exercises. It would promote a learning environment and all students would benefit.

There will be a maximum 8 sessions involved student participation during the semester, each student can earn maximum of 10 marks for each session. No participation, no credit.

Course grading/ evaluation

Assessments	Weights	Due Date
Exam 1	10%	See the specific deadlines in the course schedule
Exam 2	20%	
Exam 3	20%	
Assignments (4) x 10% each	40%	
In-Class participation	10%	
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%				

Course Policies

Assignments

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

Class Attendance

Students are expected to attend classes on a regular basis. Be courteous to be on time and stay until the class dismisses. If not able, students are required to let the instructor know in advance.

Email Etiquette

Students are expected to use University of Guelph assigned email accounts for all university related communication. 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 department committee services, research and scholarly activities. 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, TRMH 6310, 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 (CourseLink) regularly.

- All class materials including updated schedule, assignments, class notes, data files, additional 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/current/genreg/sec_d0e2195.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_d0e2645.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 accessibility@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 **APRIL 3, 2020**.

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

<https://www.uoguelph.ca/registrar/calendars/graduate/current/sched/sched-dates-w11.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 or call 519-824-4120 Ext. 58686

<https://www.uoguelph.ca/gsa/resources/international-students>

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/events>