

Code - Course	061105 – Fundamentals of Research in Tourism		
Thematic Area	Geography	Year	First
Course Type	Basic	Credits	6 cr. ECTS
In-class Hours	60 hours	Hours of Individual Work	90 hours

BRIEF COURSE DESCRIPTION

Basic tourism research, whether applied or for consultancy purposes, involves the knowledge and command of fundamentals, specific skills and methodological tools. This knowledge is varied and comprises from previous exploratory research to the results obtained from the research.

The course *Bases of Tourism Research* is regarded as the first contact of the Tourism degree students with the academic, professional and business world of tourism research.

Given the fact that the so-called science of tourism is a young discipline, engaged in the process of building and developing its own conceptual foundations, this subject plays a major role in introducing students to the specialized knowledge of basic applied research tools and strategies focused on the fields of tourism, culture and territory, food and gastronomy as well as hotel management.

In order to achieve this, the learning process provides students with the bases and the crucial tools to deal with any scientific project along their degree, but also and most important, to present the formal and content features seen as essential in any robust tourism research project.

In short, *Bases of Tourism Research* gives students the necessary knowledge that enables them to deliver and / or read and understand basic research in the field of tourism. Therefore, it offers a comprehensive innovative insight of tourism research which allows students to develop with proper competency any kind of basic tourism research along their university studies and which will culminate in their Final Degree Project, due in their last year of studies.

BASIC SKILLS

BS03 – Students must be able to collect and interpret important information (in their study field) in order to formulate judgments with reflections on important social, scientific and ethical issues.

SPECIFIC SKILLS

SS04- Master the foundations of and apply scientific methodology to tourism research.

SS09- Understand and use information technology and information management systems in tourism.

ACADEMIC CONTENTS

1. Basic principles of research in tourism.
2. Data collection.
3. Research methodology in tourism.
4. Data treatment and analysis of results.
5. Presentation of results.

LEARNING METHODOLOGY

The learning strategies help students develop their ability to search, select and analyze relevant data, and also enable them to identify the threats and take advantage of the opportunities that impact on the competitiveness and effectiveness of the tourism activities.

For this reason a number of explanatory sessions are combined with practical activities implementing research tools and techniques, analysis, planning, organization...

Instructional methods for the subject include:

- Lectures
- Practical exercises
- Case studies

ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous, semester-long assessment or a single assessment at the end of each semester.

Continuous Assessment consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams. Once a student has chosen this type of assessment, they cannot later change to the system of single assessment.

Single Assessment consists of the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is based on the learning evidences proven through this evaluation.

Systems of Evaluation	Continuous	Single
Coursework	50 %	50 %
Individual Written Final Exam	50 %	50 %

Review and Reassessment of the Course

In certain cases, if a student fails to achieve the learning objectives of the course, they have the right to the process of reassessment, which offers a second opportunity to prove their achieved competencies.

REFERENCES

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Iglesias, J. A. (2001). Técnicas de investigación aplicadas al sector turístico. Madrid: Síntesis.

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