

<b>Department</b>	14 Tourism
<b>Course title</b>	<b>Empirical Research in Tourism: Applied Research Methods</b>
<b>Hours per week (SWS)</b>	2
<b>Number of ECTS credits</b>	3
<b>Course objective</b>	To introduce students to the principles, methods and processes of empirical research in tourism. To provide students with a set of tools and strategies to autonomously conduct a basic research project (e.g. for their bachelor thesis).
<b>Prerequisites</b>	Participants should be proficient English users (Level B2 - written and spoken) in order to give oral presentations, actively participate in discussions, and write a seminar paper in English.
<b>Recommended reading</b>	A reading list will be distributed at the beginning of the semester
<b>Teaching methods</b>	lectures, case studies, seminar style
<b>Assessment methods</b>	Oral presentation (50%), seminar paper (50%)
<b>Language of instruction</b>	English
<b>Name of lecturer</b>	Prof. Dr. Anna Scuttari
<b>Email</b>	<a href="mailto:anna.scuttari@hm.edu">anna.scuttari@hm.edu</a>
<b>Link</b>	
<b>Course content</b>	Definition and historical development of empirical research (in tourism) Ethical and quality issues in empirical research Theories of science Quantitative, qualitative and mixed methods approaches for empirical research Research design, research objects and research questions Hypotheses, sampling and data collection strategies Softwares for data analysis Development of structured oral presentations and written papers on empirical research
<b>Remarks</b>	