Courses in English
Course Description

Department	14 Tourism
Course title	**Empirical Research in Tourism (course offered every semester)**
Course number	R 561/562
Hours per week (SWS)	4 weekly contact hours per semester / 45 h
Number of ECTS credits	5
Course objective	After completing this module successfully, students will be able to □ understand the foundations of scientific methods □ use this knowledge to design research projects that are in accordance with scientific methods. □ critically read scientific and science-related texts and to distinguish good from bad practice. □ understand the relationship between science and management in tourism (economy, ethics, policy, operation). □ identify and address methodological and practical issues in conducting qualitative and/or quantitative research. □ reflect on advantages and disadvantages to the collection, analysis and dissemination of research data. □ conduct valid and reliable qualitative and/or quantitative research (research design, data collection, data analysis, data presentation) within the tourism and hospitality management context. The above mentioned outcomes both address professional as well as technical competences. Furthermore the following personal and social competences are addressed as students will be able to □ enhance their organizational, time management and team work skills. □ learn how to access new topics and knowledge. □ improve their ability to articulate scientific knowledge in group discussions. □ improve their oral communication skills and presentation techniques through presenting their work to peers and external experts. This will also lay the necessary theoretical and practical foundations for scientific and empirical work within the framework of seminar papers and the Bachelor's thesis.
Prerequisites	See conditions for progression to advanced semesters (cf. study and examination regulations)
Recommended reading	
Teaching methods	Lectures, group work, oral presentations
Assessment methods	module assignment
Language of instruction	English
Name of lecturer	a) Prof. Dr. Elias Butzmann b) Prof. Dr. Norbert Klassen c) Prof. Dr. Isabella Lehmann
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Link	

Course content

R 561 Scientific Methods
The contents of the individual group work, lectures and written papers are determined each semester, taking into account the lecturer's requirements, the special interests of the students and current topical references. Regularly recurring topics are, among others:
- Disciplines and interdisciplinarity in tourism
- The interconnection between philosophical worldviews, design and research methods
- Scientific methods in tourism (quantitative, qualitative and mixed methods)
- Assessing and working with literature in tourism (including the use of different journal and country rank portals)
- Acquiring information in tourism (content and data quality of data bases)
- Working with tourism related data bases
- Scientific writing
- Current research topics in tourism

R 562 Applied Research Methods
In this course, the theoretical foundations of scientific and survey methods are applied to practical tasks in the broader tourism context of, among others, tour operators, hospitality, human resource management, culture, destinations or transport.
The work is partly carried out with external partners and is therefore developed each semester differently, whereby the lecturer's specifications, the special interests of the students and cooperation offers are taken into account. Regularly recurring topics are generally,
- Problem and overall survey objective definition
- Secondary research on current topic
- Selection of survey method (qualitative, quantitative or mixed-method)
- Definition of sampling procedure
- Survey instrument design
- Administering the survey
- Data processing
- Data analysis
- Presentation of results

A detailed reading list will be supplied prior to the start of the program.
Course content may be subject to change without prior notice.

Remarks

Module is regularly taught in English; depending on the number of students per semester and the offered project cooperation one or more groups could be offered in German additionally.