

## Module Descriptor Definitive Document

<b>Module Code</b>	HTMD02
<b>Version</b>	(completed by QASU)
<b>Module Title</b>	Research Methods in Action
<b>Credits</b>	20
<b>Valid From</b>	(completed by QASU)
<b>Status</b>	Proposed
<b>Subject Board</b>	(completed by QASU)
<b>HECoS Code</b>	100962
<b>Academic Level (FHEQ)</b>	5
<b>Study Period</b>	1
<b>Prerequisites and co-requisites</b>	None
<b>Not available to students taking/having taken</b>	N/A

### Content (Indicative)

- The nature and relevance of research
- Research philosophies
- Developing a research proposal and plan
- Sourcing and reviewing the literature
- Developing the conceptual framework
- Choosing and collecting the empirical research design
- Sampling
- Analysing quantitative and qualitative data
- Writing and presenting the research proposal

### Teaching and Learning Experience

Lectures  
Seminars  
1-2-1 tutorials  
Guided Independent Study

Students will be able to access on-line materials through the College virtual learning environment.

### Module Learning Outcomes (MLOs)

On successful completion of this module students will be able to:

1. Describe nature, relevance and understanding of research.
2. Summarise an understanding of qualitative and quantitative data.
3. Demonstrate an ability to design an original research proposal.
4. Write and present a research proposal and plan.

### Assessment

Assessment Task	Weighting	Module Learning Outcomes Assessed
Project	100%	1 - 4

### Indicative reading (APA 7th edition referenced)

#### Core Texts

Altinay, L. (2007) Planning Research in Hospitality and Tourism, Oxford: Butterworth-Heinemann

Bell, J. (2010) Doing Your Research Project, (5th Ed), Oxford: Open University Press

Brotherton, B. (2008) Researching Hospitality and Tourism, London: Sage

Bryman, A. (2008) Social Research Methods, (3rd Ed), Oxford: Oxford University Press

Finn, M., Walton, M. and Elliott-White, M. (2000) Tourism and Leisure Research Methods: Data Collection, Analysis and Interpretation, Harlow: Longman

Lewin, C. and Somekh, B. (2005) Research Methods in the Social Sciences, London: Sage

Mason, J. (2002) Qualitative Researching, (2nd Ed), London: Sage

Richards, G. and Munsters, W. (2010) Cultural Tourism Research Methods, London

Wellington, J. and Szczerbinski, M. (2007) Research Methods for the Social Sciences, London