

Module Descriptor Definitive Document

Module Code	HTMH04
Version	(completed by QASU)
Module Title	Research Project
Credits	20
Valid From	(completed by QASU)
Status	Proposed
Subject Board	(completed by QASU)
HECoS Code	100962
Academic Level (FHEQ)	6
Study Period	1
Prerequisites and co-requisites	None
Not available to students taking/having taken	N/A

Content (Indicative)

The Dissertation module involves students in an original research project. It provides students an opportunity for a directed individual study focusing on topics in the context of hospitality, international tourism and events management.

Students will identify a topic area of interest that they wish to develop further through their dissertation. This must be relevant to their programme of study. This module is largely based on self-directed study and research, with direct guidance from the module leader(s)

- Students will build on the skills developed within the Research Methods in Action module. Support will be given via individual tutorial and workshops in areas such as:
- Development of a Literature Review and Research Methodology
- Data Collection and Analysis
- Writing Up Results
- Referencing
- limitations of research work
- Ethical Considerations

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. be able to demonstrate detailed knowledge of a specific topic selected in the context of hospitality, international tourism and events management
2. use appropriate methodologies to formulate a research question and/or hypothesis
3. demonstrate critical engagement with existing literature relevant to the topic selected
4. be able to plan and present a major piece of coherent and independent self-directed research

Assessment

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

Indicative reading (APA 7th edition referenced)

Core Texts:

- Brotherton, B. (2008) Researching Hospitality and Tourism, London: Sage
Brotherton, B. (2003) International Hospitality Industry: Structure, Characteristics and Issues, London: Butterworth-Heinemann
Davis, B., Lockwood, A., Pantelidis, A. and Alcott, P. (2008) Food and Beverage Management, 4th Ed, Oxford: Butterworth-Heinemann
Kotler, P., Bowen, J. and Makens, J. (2010) Marketing for Hospitality and Tourism (5th Ed), Upper Saddle River, NJ: Pearson/Prentice-Hall

Supplementary Texts:

- Altinay, L. and Paraskevas, A. (2008) Planning Research in Hospitality and Tourism, Oxford: Butterworth: Heinemann
Bell, J. (2010) Doing Your Research Project, (5th Ed), Oxford: Open University Press
Bryman, A. (2007) Business Research Methods 2nd ed. Oxford: Oxford University Press
Gomm, R. (2003) Social Science Research Methods: An Introduction. Basingstoke. Palgrave
Hudson, S. (2008) Tourism and Hospitality Marketing – A Global Perspective, London: Sage
Lewin, C. and Somekh, B. (2005) Research Methods in the Social Sciences, London: Sage
Mason, J. (2002) Qualitative Researching, (2nd Ed), London: Sage
Medlik, S. (2000) The Business of Hotels, 4th Ed, Oxford: Butterworth-Heinemann

- Richards,G. and Munsters, W. (2010) Cultural Tourism Research Methods, London:CABI
- Ruane, J.M. (2005) Essentials of Research Methods: A Guide to Social Research, Oxford: Blackwell
- Saunders, M. (2006) Research Methods for Business Students 4th ed. Harlow: Financial Times Hall
- Sloan,D. (2003) Culinary Taste: Consumer Behaviour in the International Restaurant Sector, Oxford: Butterworth-Heinemann
- Veal, A. (2006) Research Methods for Leisure & Tourism: a Practical Guide, 3rd ed. London: Pitman Publishing
- Walliman,N.S.R. (2006) Social Research Methods, London: Sage
- Wellington, J. and Szczerbinski, M. (2007) Research Methods for the Social Sciences, London
- Wood,R.C. and Brotherton, B. (2008) The Sage Handbook of Hospitality Management, London: Sage