

Liverpool John Moores University

Title: Investigating Tourism
Status: Definitive
Code: **5012SSLN** (122463)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Aggelos Panayiotopoulos	Y
Takamitsu Jimura	

Academic Level: FHEQ5
Credit Value: 20
Total Delivered Hours: 40
Total Learning Hours: 200
Private Study: 160

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	20
Workshop	20

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Individual Presentation (6-8 minutes)	30	
Portfolio	AS2	Portfolio (3000 words)	70	

Aims

To enable students to understand, critically analyse and apply a variety of research methodologies and methods.

Learning Outcomes

After completing the module the student should be able to:

- 1 Understand the implications of distinct philosophical approaches to undertaking research.
- 2 Critically evaluate the differences between qualitative and quantitative methods of data collection and analysis.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Presentation	1	2
Portfolio	1	2

Outline Syllabus

This module aims to enable students to gain an in-depth insight into the different strands of research design. This will cover diverse strategies and methodological frameworks, data collection methods, data analysis methods, ethics, sampling, undertaking reflexive research, and will also consider visual approaches.

Learning Activities

Interactive lectures during which students will participate in discussions based around material presented in the lectures as well as using prescribed reading and case studies. Workshops will be based on putting learning from the lectures into practice, to underpin the development of their own small-scale research projects.

Notes

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