

Liverpool John Moores University

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Title: RESEARCH METHODS FOR TOURISM AND EVENTS
Status: Definitive
Code: **5065TEF** (103828)
Version Start Date: 01-08-2020

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: Sports Studies, Leisure and Nutrition

Team	Leader
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Academic Level: FHEQ5 **Credit Value:** 24 **Total Delivered Hours:** 64
Total Learning Hours: 240 **Private Study:** 176

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24
Tutorial	14
Workshop	26

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Essay (1500 words)	30	
Portfolio	AS2	E-portfolio	70	

Aims

To engage with a variety of research methodologies and be able to select appropriate methods in relation to research topics.

Learning Outcomes

After completing the module the student should be able to:

- 1 Evaluate a range of qualitative and quantitative methods of data collection and analysis.
- 2 Debate the pros and cons of different research approaches in tourism and events context.
- 3 Apply appropriate methods to specific research topics.

Learning Outcomes of Assessments

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

essay	2	
e-portfolio	1	3

Outline Syllabus

Why do research?, research design, strategies and frameworks, data collection methods, data analysis methods, ethics, sampling, writing proposals, reflexive research, visual approaches.

Learning Activities

Lectures and workshops and peer learning groups.

Notes

The module has been designed to give a comprehensive overview of different approaches to research in the fields of Tourism and Events. Students will study the differences between quantitative and qualitative research methods in terms of the paradigms in which they are situated, ethical considerations, different types of sampling, the difference between primary and secondary research, the role and importance of a literature review. Evidence from this module may contribute to WoW certification.