Researching in Tourism and Hospitality

Module Information

2022.01, Approved

Summary Information

Module Code	5503LBSCC
Formal Module Title	Researching in Tourism and Hospitality
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Coleg Cambria

Learning Methods

Learning Method Type	Hours
Lecture	22
Workshop	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

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

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Understand the implications of distinct philosophical approaches to undertaking research.
MLO2	2	Critically evaluate the differences between qualitative and quantitative methods of data collection and analysis.
MLO3	3	Understand the significance of positioning a research project within existing literature and apply it to the research project.

Module Content

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.
Module Overview	
Additional Information	

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Presentation	30	0	MLO1, MLO2, MLO3
Portfolio	Portfolio	70	0	MLO1, MLO2, MLO3

Module Contacts