

Liverpool John Moores University

Title: RESEARCH METHODS FOR TOURISM AND EVENTS
Status: Definitive
Code: **5565BECTEF** (118905)
Version Start Date: 01-08-2016

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

Team	Leader
Louise Platt	Y

Academic Level: FHEQ5 **Credit Value:** 24 **Total Delivered Hours:** 60

Total Learning Hours: 240 **Private Study:** 180

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	20
Workshop	40

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Portfolio	60	
Presentation	AS2	Proposal Presentation	40	

Aims

To gain an understanding of quantitative and qualitative research methods and their application.

Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse the generic issues relating to research in events and tourism.
- 2 Evaluate a range of qualitative research techniques.
- 3 Evaluate a range of quantitative research techniques.
- 4 Construct and present a detailed proposal and methodology based on a relevant literature search.

Learning Outcomes of Assessments

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

Portfolio	1	2	3
Presentation	4		

Outline Syllabus

Philosophical framings, qualitative and quantitative techniques, ethical considerations, selecting a topic, writing research proposals, literature reviews, sampling techniques.

Learning Activities

Lectures and workshop activities. The latter based on practical sessions relating to the lecture content.

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.