

MODULE OUTLINE DIT52

1. GENERAL INFORMATION

SCHOOL	SCHOOL OF SOCIAL SCIENCES		
PROGRAM COURSE	TOURISM MANAGEMENT		
LEVEL OF STUDY	UNDERGRADUATE		
MODULE CODE	DIT52	YEAR OF STUDY	3 rd (5 th semester)
MODULE TITLE	RESEARCH METHODS IN TOURISM		
INDEPENDENT TEACHING ACTIVITIES <i>in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits</i>		HOURS	CREDITS
Weekly teaching hours (22 hours) * 13 weeks		286	10 ECTS
Module TYPE <i>Background knowledge, Scientific expertise, General Knowledge, Skills Development</i>	Background, Obligatory		
PREREQUISITE MODULES:	There are no prerequisites for this module.		
LANGUAGE OF INSTRUCTION AND EXAMS	Greek		
THE MODULE IS OFFERED TO ERASMUS STUDENTS	YES		
MODULE WEBSITE (URL)	https://www.eap.gr/en/undergraduate/tourism-administration/tourism-administration-topics/#dit52 Each module has its own space in the Learning Management System of the Hellenic Open University (https://courses.eap.gr), with controlled access (use of code) for students and teaching staff.		

2. LEARNING OUTCOMES

Learning Outcomes The module learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the module, are described in detail. It is necessary to consult:
On successful completion of this module, students will be able to: - Understand the concept of theory and its role in the construction of research methods and research design. - Formulate and evaluate research questions and hypotheses. - Distinguish between primary and secondary research and the corresponding data. - Understand the different types of variables in continuous, discrete, qualitative, quantitative or binary. - Identify and develop the appropriate research methods (quantitative, qualitative, mixed) in relation to the research environment and the research issue under consideration. - Design and implement empirical research in all its stages. - Enter research data into the computer and conduct surveys and statistical analyzes with the help of online platforms and statistical packages - Compile simple research reports.

Raise and investigate ethics and ethics issues related to conducting a tourism survey.	
General Competences <i>Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aim?</i>	
<i>Search for, analysis and synthesis of data and information by the use of appropriate technologies,</i> <i>Adapting to new situations</i> <i>Decision-making</i> <i>Individual/Independent work</i> <i>Group/Team work</i> <i>Working in an international environment</i> <i>Working in an interdisciplinary environment (Other.....citizenship, spiritual freedom, social</i> <i>Introduction of innovative research</i>	<i>Project planning and management</i> <i>Respect for diversity and multiculturalism</i> <i>Environmental awareness</i> <i>Social, professional and ethical responsibility and sensitivity to gender issues</i> <i>Critical thinking</i> <i>Development of free, creative and inductive thinking</i> <i>.....</i> <i>awareness, altruism etc.)</i>
- Search for, analysis and synthesis of data and information by the use of appropriate technologies - Adapting to new situations - Social, professional and ethical responsibility and sensitivity to gender issues - Decision-making - Individual/Independent work - Project planning and management - Critical thinking - Development of free, creative and inductive thinking	

3. MODULE CONTENT

The module aims to develop the knowledge and skills of students in the way of formulating research questions, developing effective research planning, and selecting and implementing appropriate research methods. Specific emphasis is given to developing general research skills equally useful in academic and professional settings. The module examines both quantitative and qualitative approaches related to research in tourism and the social sciences. Moreover, emphasis is given to the development of students' ability to apply the most appropriate, depending on the research circumstances, and method as well as to analyze, interpret and present research results. The subject matter of module DIT52 is analysed below by educational week: 1. Introduction to research and research methodologies 2. Research process design 3. Configuration of a research idea 4. Primary and secondary research 5. Bibliographic review 6. Sampling 7. Questionnaire design 8. Interviews 9. Statistical processing and analysis of quantitative data 10. Qualitative research: Focus groups and observation 11. Qualitative research: Projective techniques and ethnography 12. Marketing research and information management in tourism 13. Writing and presenting a research paper
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4. TEACHING METHODS - ASSESSMENT

MODES OF DELIVERY	Distance education with three (3) Group Counseling Meetings (OSS) during the academic semester on weekends.
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Face-to-face, in-class lecturing, distance teaching and distance learning etc.													
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in teaching, Laboratory Education, Communication with students</i>	We use : • Remote meetings tools (webex) • Presentation software (e.g. power point) Additionally, the students use office automation tools, web browsers and e-reader for digital books.												
MODULE DESIGN <i>Description of teaching techniques, practices and methods: Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc</i> <i>The study hours for each learning activity as well as the hours of selfdirected study are given following the principles of the ECTS.</i>	<table> <tr> <th>Activity</th><th>Semester Workload</th></tr> <tr> <td>3 OSS (* 4 hours)</td><td>12</td></tr> <tr> <td>Preparation of Assignments (2 short assignments * 15 hours and 1 semester assignment * 30 hours)</td><td>60</td></tr> <tr> <td>Examination</td><td>3</td></tr> <tr> <td>Individual study</td><td>211</td></tr> <tr> <td>Total module workload (hours)</td><td>286</td></tr> </table>	Activity	Semester Workload	3 OSS (* 4 hours)	12	Preparation of Assignments (2 short assignments * 15 hours and 1 semester assignment * 30 hours)	60	Examination	3	Individual study	211	Total module workload (hours)	286
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STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS <i>Detailed description of the evaluation procedures.</i> <i>Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short- answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other.....etc.</i> <i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students</i>	a1. Two (2) Short Written Assignments (SWA) with a weighting factor of 10% each in the final grade of the module. a2. One (1) Semester Assignment (SA) with a weighting factor of 20% on the final grade of the module. The written assignment score is activated only with a score equal to or above the pass mark (≥ 5) in the final or retake exams. a3. Final or repeated written examinations (FE) with a weighting factor of 60% on the final grade of the final examination. The Final Grade (FG) of each subject, on a scale of 10, is calculated as follows: Final grade FG = (SWA1*0,1) + (SWA2*0,1) + (SA*0,2) + (FE*0,6) Eligibility for the final examinations: The right to participate in the final examinations is secured by obtaining at least 50% of the sum of the potential pass mark out of the total number of assignments assessed, i.e. 20 points out of 100, on the basis of the weighting factors mentioned in points a1 and a2 above. All the criteria are posted, both in each written assignment, as well as in the general regulation of the Hellenic Open University at: https://www.eap.gr/education/study-regulations/.												

5. SUGGESTED BIBLIOGRAPHY

- Suggested bibliography:

- Δημητριάδη Σ.Ζ. (2000). Μεθοδολογία Επιχειρηματικής Έρευνας. Εκδόσεις Interbooks.
- Durbarry Ramesh (2020). Μέθοδοι έρευνας για φοιτητές του τομέα του τουρισμού. Επιστ. Επιμ. Γ. Αγιομυργιανάκης & Α. Μενεγάκη (Μτφρ. Γ. Σοκοδήμος). Εκδόσεις Gutenberg
- Gall M., Borg W. & Gall J. (2013). Εκπαιδευτική Έρευνα Βασικές Αρχές. Επιμ. Ε. Δημητριάδης, Ι. Δημόπουλος, Κ. Καρτερολιώτης. Δ. Καφούσις, Ι. Μητρόπουλος, Μ. Πάντα, Π. Σαράφης & Ν. Σταύρου. (μτφρ. Π. Βλάχου, Β. Κάντζολα-Σαμπατάκου & Ε. Σπανάκη). Εκδόσεις Broken Hill.
- Gray D. (2018). Ερευνητική διαδικασία στον πραγματικό κόσμο. Επιστημ. επίμ. Π. Χατζόγλου & Π. Δελιάς. (μετφρ. Π. Δελιάς). Εκδόσεις Τζιόλα.
- Ζαφειρόπουλος Κ. (2015). Πώς Γίνεται μία Επιστημονική Εργασία; Επιστημονική Έρευνα και Συγγραφή Εργασιών. Εκδόσεις Κριτική.
- Kotler P.T., Bowen J.T., Makens J. & Baloglu S. (2019). Μάρκετινγκ Τουρισμού & Φιλοξενίας. Γεν. Επιμ. Ε. Χρήστου. Επιστημ. Επιμ. Α. Αποστολάκης, Ο. Βιτουλαδίτη & Α. Γκρίτζαλη. (Μτφρ. Σ. Κώντσας). Εκδόσεις Broken Hill.
- Saunders M., Lewis P. & Thornhill A. (2019). Μέθοδοι Έρευνας στις Επιχειρήσεις και στην Οικονομία. (μτφρ. Α. Μήλιος & Α. Σταυρόπουλος).
- Schindler P.S. (2019). Μέθοδοι Έρευνας για τις Επιχειρήσεις. (μτφρ. Σ. Κώντσας & Π. Παπαδοπούλου). Εκδόσεις Κριτική.
- Σιώμκος Γ. & Μαύρος Δ. (2018). Έρευνα και Μετρικές Μάρκετινγκ. Εκδόσεις Broken Hill.
- Χρήστου Ε. (2019). Έρευνα Τουριστικής Αγοράς. Εκδόσεις Φαίδιμος.

-Additional digital material is available within the “study” platform.

-Related Scientific Academic Journals:

- Journal of Travel Research
- International Journal of Market Research
- Tourism Studies