

Tamkang University Academic Year 105, 1st Semester Course Syllabus

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| Course Title | RESEARCH METHODOLOGY | Instructor | CHEN I-LING |
| Course Class | TQTXB4A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4A | Details | ◆ Required ◆ One Semester ◆ 2 Credits |
| D e p a r t m e n t a l A i m o f E d u c a t i o n | | | |
| To develop talented managers with international competitive advantage in the tourism industry. | | | |
| D e p a r t m e n t a l c o r e c o m p e t e n c e s | | | |
| A. Ability to analyze and solve problems. B. Ability to communicate in English. C. Proper service and work attitude. D. Tourism management knowledge. E. Tourism management skills. | | | |
| Course Introduction | This course is designed to introduce students to social science research methods that are relevant within tourism, leisure and associated fields. Students will develop an understanding of why research is conducted and will be introduced to problem identification, basic designs, processes, data analysis and presentation of research findings. Students are required to work in teams to implement their knowledge. | | |
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The Relevance among Teaching Objectives, Objective Levels and Departmental core competences

I.Objective Levels (select applicable ones) :

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| (i) Cognitive Domain | : C1-Remembering, C2-Understanding, C3-Applying, C4-Analyzing, C5-Evaluating, C6-Creating | |
| (ii) Psychomotor Domain | : P1-Imitation, P2-Mechanism, P3-Independent Operation, P4-Linked Operation, P5-Automation, P6-Origination | |
| (iii) Affective Domain | : A1-Receiving, A2-Responding, A3-Valuing, A4-Organizing, A5-Characterizing, A6-Implementing | |

II.The Relevance among Teaching Objectives, Objective Levels and Departmental core competences :

- (i) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objective. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.
- (ii) If more than one objective levels are applicable for each learning domain, select the highest one only. (For example, if the objective levels for Cognitive Domain include C3,C5,and C6, select C6 only and fill it in the boxes below. The same rule applies to Psychomotor Domain and Affective Domain.)
- (iii) Determine the Departmental core competences that correspond to each teaching objective. Each objective may correspond to one or more Departmental core competences at a time. (For example, if one objective corresponds to three Departmental core competences: A,AD, and BEF, list all of the three in the box.)

| No. | Teaching Objectives | Relevance | |
|-----|--|------------------|-------------------------------|
| | | Objective Levels | Departmental core competences |
| 1 | Work in groups and demonstrate their ability to write professional research proposal. 1) Conceptualise a research problem in tourism 2) Identify gaps in knowledge 3) Research design 4) Data analysis 5) Communicate research findings | C4 | ABC |
| 2 | Have basic knowledge about research methods in tourism research and be able to outline the importance of the steps used in research process | C2 | ABC |

Teaching Objectives, Teaching Methods and Assessment

| No. | Teaching Objectives | Teaching Methods | Assessment |
|-----|--|--------------------------------------|-------------------------------------|
| 1 | Work in groups and demonstrate their ability to write professional research proposal. 1) Conceptualise a research problem in tourism 2) Identify gaps in knowledge 3) Research design 4) Data analysis 5) Communicate research findings | Lecture, Discussion, Problem solving | Written test, Report, Participation |
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| 2 | Have basic knowledge about research methods in tourism research and be able to outline the importance of the steps used in research process | Lecture, Discussion, Problem solving | Written test, Report, Participation |
| This course has been designed to cultivate the following essential qualities in TKU students | | | |
| Essential Qualities of TKU Students | | Description | |
| ◆ A global perspective | | Helping students develop a broader perspective from which to understand international affairs and global development. | |
| ◇ Information literacy | | Becoming adept at using information technology and learning the proper way to process information. | |
| ◇ A vision for the future | | Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision. | |
| ◆ Moral integrity | | Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems. | |
| ◆ Independent thinking | | Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically. | |
| ◇ A cheerful attitude and healthy lifestyle | | Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life. | |
| ◆ A spirit of teamwork and dedication | | Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems. | |
| ◇ A sense of aesthetic appreciation | | Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process. | |
| Course Schedule | | | |
| Week | Date | Subject/Topics | Note |
| 1 | 105/09/12 ~ 105/09/18 | Course Introduction and Overview | |
| 2 | 105/09/19 ~ 105/09/25 | Introduction To Research: What, Why And Who? | |
| 3 | 105/09/26 ~ 105/10/02 | Research Design and Literature Reviews | |
| 4 | 105/10/03 ~ 105/10/09 | Developing Research Questions | |
| 5 | 105/10/10 ~ 105/10/16 | Writing Research Proposals | Assignment |
| 6 | 105/10/17 ~ 105/10/23 | Conducting Research Utilizing Library Resources | |
| 7 | 105/10/24 ~ 105/10/30 | Teamwork & Discussion: Mini Research Proposal | Assignment |
| 8 | 105/10/31 ~ 105/11/06 | Teamwork & Discussion: Mini Research Proposal | Quiz |
| 9 | 105/11/07 ~ 105/11/13 | Research Ethics | |

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| 10 | 105/11/14 ~ 105/11/20 | Midterm Exam Week | |
| 11 | 105/11/21 ~ 105/11/27 | Research Methodology: An overview | |
| 12 | 105/11/28 ~ 105/12/04 | Qualitative Research | |
| 13 | 105/12/05 ~ 105/12/11 | Qualitative Interpretation | Assignment |
| 14 | 105/12/12 ~ 105/12/18 | Quantitative Research | |
| 15 | 105/12/19 ~ 105/12/25 | Group Research Proposal Presentation | Assignment |
| 16 | 105/12/26 ~ 106/01/01 | Group Research Proposal Presentation | Quiz |
| 17 | 106/01/02 ~ 106/01/08 | Summative Lecture | |
| 18 | 106/01/09 ~ 106/01/15 | Final Exam Week | |
| Requirement | 1. Points will be deducted for non-examination item of assessment (-10% per calendar day late) unless making a request to the instructor at least 24 hours prior to the submission date. The request must be made in writing and contain satisfactorily supporting documents (i.e. a certified medical condition or exceptional circumstances). 2. Students are required to participate in group work. Students who fail to work with team members will receive 0 points for the assessment items, which consist of 50% of the overall course grade. 3. Students are expected to have a responsibility to maintain academic integrity in learning. Cheating or plagiarism in examinations or other forms of assessment will result in failure in this course. 4. If a student' s class absence reaches one-third of the total class hours (in a semester) for this course, the course instructor will notify the Office of Academic Affairs, and the student will not be allowed to take part in the remaining course examinations and will receive a semester grade (for this course) of zero. | | |
| Teaching Facility | Computer, Projector | | |
| Textbook(s) | Jennings, G. (2010). Tourism research (2nd ed.). Milton, Qld: John Wiley & Sons. | | |
| Reference(s) | Cooper, D. R., & Schindler, P. S. (2014). Business Research Methods: (12th ed.). McGraw-Hill Higher Education. Veal, A. J. (2006). Research Methods for Leisure and Tourism: A Practical Guide: Prentice Hall/Financial Times. | | |
| Number of Assignment(s) | 4 (Filled in by assignment instructor only) | | |
| Grading Policy | ◆ Attendance : 5.0 % ◆ Mark of Usual : 40.0 % ◆ Midterm Exam : 15.0 % ◆ Final Exam : 20.0 % ◆ Other 〈Quizzes〉 : 20.0 % | | |
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| Note | <p>This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php.</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p> |
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