

Tamkang University Academic Year 106, 1st Semester Course Syllabus

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. The focus will be on applied research to support decision making in tourism organisations. Students will learn about the process of conducting a research project including designing, bidding for, and implementing, a research project. Students are required to work in teams to implement their knowledge in the form of assignments that simulate a consultancy context.		

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

I.Objective Levels (select applicable ones) :

- (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	Have basic knowledge on tourism research project	C3	ABC
2	Work effectively in groups and demonstrate ability to present a tender research proposal	C6	ABC

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Have basic knowledge on tourism research project	Lecture, Discussion, Problem solving	Written test, Report, Participation
2	Work effectively in groups and demonstrate ability to present a tender research proposal	Lecture, Discussion, Simulation, Problem solving	Written test, Participation, video

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	106/09/18 ~ 106/09/24	Course orientation	
2	106/09/25 ~ 106/10/01	Introduction to applied research and consultancy	
3	106/10/02 ~ 106/10/08	Research problems and research process	
4	106/10/09 ~ 106/10/15	Consultancy and tendering process	Assignment
5	106/10/16 ~ 106/10/22	Tender proposal bidding and writing guidelines	
6	106/10/23 ~ 106/10/29	Tender briefing	Assignment
7	106/10/30 ~ 106/11/05	Library resources and using secondary data	
8	106/11/06 ~ 106/11/12	Tender bid presentation (I)	Assignment, Quiz
9	106/11/13 ~ 106/11/19	Tender bid presentation (II)	
10	106/11/20 ~ 106/11/26	Midterm Exam Week	
11	106/11/27 ~ 106/12/03	Qualitative data collection	
12	106/12/04 ~ 106/12/10	Quantitative data collection	Quiz

13	106/12/11 ~ 106/12/17	Challenges in applied research	
14	106/12/18 ~ 106/12/24	Reporting and presenting research	Assignment
15	106/12/25 ~ 106/12/31	Research proposal presentation (I)	
16	107/01/01 ~ 107/01/07	Research proposal presentation (II)	Assignment, Quiz
17	107/01/08 ~ 107/01/14	Research proposal presentation (III) and Summative lecture	
18	107/01/15 ~ 107/01/21	Final Exam Week	
Requirement	Students are required to team up themselves to come up with discussions in class.		
Teaching Facility	Computer, Projector		
Textbook(s)	Jennings, G. (2010). Tourism research (2nd ed.). Milton, Qld: John Wiley & Sons.		
Reference(s)	Veal, A. J. (2006). Research Methods for Leisure and Tourism: A Practical Guide: Prentice Hall/Financial Times.		
Number of Assignment(s)	5 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : % ◆ Mark of Usual : 80.0 % ◆ Midterm Exam : 10.0 % ◆ Final Exam : 10.0 % ◆ Other < > : %		
Note	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 . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.		