**The Government Of Russian Federation**

**Federal State Autonomous Educational Institution For Higher Professional Education**

**National Research University Higher School Of Ecomomics**

Faculty Of Business And Management

School Of Management And Business Administration

**Course Syllabus**

Research Methodology In Management: Methods Of Research In The

Hospitality Industry And Tourism

(Instructed in English language)

for a Education Specialization Code of 080200.68 «Management»

 Specialization: “Tourism and Hotel Management” under the Master’s programme “Experience Economy: Hospitality and Tourism Management

Syllabus prepared by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_

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Approved by the chair of enterprise marketing «\_\_\_»\_\_\_\_\_\_\_\_\_\_\_\_ 20 г

Head of the chair, Olga Oyner, Professor \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Recommended by the educational faculty counsil «\_\_\_»\_\_\_\_\_\_\_\_\_\_\_\_ 20 г

Chairman, Sergey Filonovich \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Approved by faculty counsil «\_\_\_»\_\_\_\_\_\_\_\_\_\_\_\_\_20 г.

Secretary, Olga Balayeva \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City Of Moscow, Russian Federation, 2015

 *This program cannot be used by other divisions of the University and other higher education institutions without the permission of the Enterprise Marketing Department and program author.*

1. The area of implementation and references of regulation

The present syllabus establishes minimum requirements for the knowledge-base and skills of the student and determines the content and types of education sessions and grading.

The program is designed for teachers who instruct this discipline, teaching assistants and students in the areas of training/specialization for education specialization code 080200.68 "Management". It was elaborated for the students studying at the specialization of “Tourism and Hotel Management” under the Master’s programme “Experience Economy: Hospitality and Tourism Management“ who learn the discipline of "Methodology of scientific studies in management: Methods of research in the hospitality industry and tourism".

The program is designed in accordance with:

• Education specialization code 080200.68 "Management", "The Experience Economy: management in the hospitality industry and tourism".

• The educational working curriculum of the University of the master student education specialization code 080200.68 «Management» in the framework of the specialization of “Tourism and Hotel Management” under the Master’s programme “Experience Economy: Hospitality and Tourism Management“, approved by faculty in 2015.

1. Course Target

The course aims to provide students with outstanding knowledge and skills necessary for the research project planning, execution and further evaluation of research results in the field of hospitality and tourism. It aims to develop knowledge and competencies in two main areas: the specific research and analytical work in the industry of tourism and hospitality, as well as the development of practical research skills to conduct research projects that will help to prepare a dissertation of the masters level.

The course focuses on planning and designing research projects, data collection, proposing and testing hypotheses, reporting; the use of econometrics and other quantitative measurements in the research topics related to the activities of organisations operating in tourism and hospitality in the areas of research related to the measurement of the level of reputation, image and competitiveness of enterprises, as well as statistical research on meso - and macro-levels of the industry.

The **purpose** of learning the course "Research Methodology in Management: Methods Of Research In The Hospitality Industry And Tourism" is the acquisition of skills to develop research plans and project management, as well as the successful application of acquired knowledge in practice.

Upon successful execution of this course, master students will have skills to:

- select the proper research problem in a context of modern trends in hospitality research;

- be able to create a research project plan and research methodology;

- collect data from primary or/and secondary resources of information;

- be able to analyze data using the stats methods, make right conclusions and write research reports.

1. Competences of the student, formed as a result of learning the discipline

As a result of learning the discipline a student must:

• Know the key algorithm of carrying out a research project in tourism and hospitality, to bear the technology of the application of various research methods used in the industry;

• Be able to plan, organize and control the execution process of the research project, including the choice of information sources, data collection, editing and analysis, to be able to lead project teams and interact with external research agencies and companies.

• To have the skills of primary data analysis received during the research.

As a result of mastering the discipline a student develops the following competencies:

|  | Competence | FGOS/NUI Code | Description - the main features of development (indicators of achievement of result) | Forms and methods of education, contributing to the formation and development of competence |
| --- | --- | --- | --- | --- |
| CK-1 | Able to evaluate and process mastered scientific methods and ways of their implementation | SК-М1 | Knows a conceptual framework, basic concepts and models of research methods and development of research, applies the acquired knowledge to solve practical problems and reasons for the decisions | Lectures, seminars, project work, independent work |
| CK-3 | Capable of independent development of new methods of research, scientific change and scientific production profile of their activities | SК-М3 | Implements the new research methods development, adheres to the current trends in hospitality and tourism research. | Lectures, seminars, project work, independent work |
| CK-8 | Able to maintain a professional outlook and image, including research activities in an international environment | SК-М8 | Knows how to intergrate into intreantional academic environmnet, knows to to prepare a research paper and present it to the international scientific conference | Lectures, seminars, project work, independent work |
| PК-10 | The ability to identify and formulate relevant scientific problems in the field of management, to summarize and critically evaluate the results obtained by domestic and foreign researchers on the same topic | М2.3\_5.4\_5.6\_7.1(М) | Possesses the capability to evaluate the needs and demands of the hospitality and tourism businesses and also to critically review the international scientific papers and literature dedicated to hospitality and tourism industry. Finds gaps in theory and knows how to eliminate them. | Lectures, seminars, project work, independent work |
| PК-12 | Able to formulate and test scientific hypotheses, select and justify tools, modern techniques and information technology for information processing in accordance with the set task for research in the field of management, analyze the results of the calculations and substantiate the findings. | М2.3\_4.1\_4.3\_ 7.1 (М) | Conducts market research in hospitality and tourism, conducts a study of internal environment of the research object and setting, can analyze the results of his study and applies the results of research project in managerial decision-making | Lectures, seminars, project work, independent work |
| PК-13 | Able to use the methods of quantitative and qualitative analysis and modeling, theoretical and experimental research in the field of management | М5.2\_4.1\_ 4.3 \_ 7.1 (М) | Obtains the knowledge of research methods and applies them successfully in the field of hospitality and tourism. Feels comfortable with theory and experimental research. | Lectures, seminars, project work, independent work |
| PК-14 | Able to present the results of the study in the form of a report, article or report | М3.1\_3.2\_4.2 | Able to present research results, knows and is able to perform the functions of research project manager and knows and is able to perform the functions of the research team leader | Lectures, seminars, project work, independent work |
| ПК-27 | Able to choose and justify the tools of modern information technology to process information in accordance with the task in the field of management, analyze the results of the data processing and justify management recommendations | М 4.1 \_5.2\_ 7.5 (М) | Knows and easily operates with the latest IT and software tools for data mining and analysis including but not limited to SPSS, Stata, Statistica, Worder and other industry standars packages. Is able to rely on and benefit fully from these tools to support managerial decisions | Lectures, seminars, project work, independent work |
| ПК-29 | Able to present the research results in a report of the consulting project in the field of management | М 2.2\_2.5\_ 3.1\_3.2\_4.2\_7.5(М) | Knows how to prepare a research academic paper and research report as well as can successfully present it to the audience. | Lectures, seminars, project work, independent work |

1. The discipline place in the educational master program structure

This discipline is the basic in the structure of the specialization of “Tourism and Hotel Management” under the Master’s programme “Experience Economy: Hospitality and Tourism Management“. It is mandatory discipline in the professional cycle of disciplines pool within the specialization of “Tourism and Hotel Management” under the Master’s programme “Experience Economy: Hospitality and Tourism Management“. The teaching is conducted in the first year whilst students study the disciplines of a basic part in the program professional cycle.

The study of the course "Research Methodology in management: Methods of research in the hospitality industry and tourism" is based on the amount of knowledge obtained by the students in the subjects such as Economics Theory, Philosophy, General Management and other disciplines relevant to the subject area of the bachelor level. The discipline «Research Methodology in management: Methods of research in the hospitality industry and tourism» provides the foundation for independent work of graduate students in the field of education and research within the chosen research area for writing and defending master's thesis, and also for their further career in academic or practical field after graduation from the program.

Students should possess the knowledge and competencies for the learning of the discipline in the following fields:

• Economics Theory

• Strategic management

• Marketing

• Statistics and Econometrics•

The main provisions of the discipline should be used for further study of the following disciplines:

• Research scientific seminar

1. Topic plan of the discipline

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| № | Topic | Acad. hours total  | Auditorium academic hours | Independent self study |
| Lectures | Seminars | Practice |
| 1 | Modern trends in hospitality and tourism research | 10 | 2 | 4 |  | 4 |
| 2 | Research in management methodology fundamentals | 10 | 2 | 4 |  | 4 |
| 3 | Research project planning | 32 | 4 | 12 |  | 16 |
| 4 | Research project implementation and data collection | 10 | 2 | 4 |  | 4 |
| 5 | Data analysis methods | 42 | 6 | 16 |  | 20 |
|  | Total | 104 | 16 | 40 |  | 48 |
|  | Exam | 10 |  |  |  | 10 |
|  | Grand total | 124 | 16 | 40 |  | 58 |
|  |  |  |  |  |  |  |

1. Students knowledge controlling means and methods

|  |  |  |  |
| --- | --- | --- | --- |
| Type of control | Mean of the control | The 1st year | Control tool |
| 1 | 2 | 3 | 4 |
| Current | Home work |  | 1 |  |  | Plan or conducting the research project, 8 pages, deadline by December 15. |
| Current | Quiz |  | 1 |  |  | Written quiz, 30 minutes for preparation |
| Final Grading | Exam Quiz |  | 2 |  |  | Written quiz, 60 minutes for preparation |

* 1. Grading criteria for students skills evaluation. Homework

In his homework, the student should prepare a qualified plan and technical brief for conducting the research project. It should contain the following main points:

1) research problem statement;

2) critical assessment of earlier studies on the same subject;

3) goals and objectives of the study;

4) justification of the relevance of the research;

5) indication who the intended to be interested in the results of the study;

6) what activities of an enterprise in hospitality and tourism can be improved through the use of results of the research;

7) description of the research methodology method of data collection and analysis, sampling, time and venue, working hypotheses of the study;

8) expected results of the study.

Evaluation of this form of current control exhibited by the 10-point scale.

* 1. Course grading system

The teacher evaluates students' work during seminars and practical classes, including the activity of the students in class discussions and exersise practice. The teacher conducts a grading roll and marks grades for every student. Cumulative assessment on a 10-point scale for the activity at a seminar and practical training is defined before final exam. [Auditorium Grade]

The teacher evaluates the independent work of students based on the results of their presentations of homework "Plan and technical specification for conducting the research project. [Homework Grade].

Students during the course also complete a short quiz [Quiz Grade]

Grades for homework student teacher puts in working roll. The cumulative score on 10 point scale for homework is determined before the interim or at the final exam.

The cumulative grade for current control takes into account the results of the student on the current control as follows:

[Cumulative grade] = 0,4 x [Homework Grade] + 0,3 x [Quiz Grade] +0,3 x [Auditorium Grade]

The rounding of the accumulated assessment current grading is arithmetic.

The resulting grade is calculated as follows:

[Final Grade] = 0,6 x [Cumulative grade] + 0,4 x [Test Exam Score]

The rounding of the accumulated assessment of final grading is arithmetic.

The student may not receive the opportunity to retake the low results for the current control or seminar activity and homework.

On the retake the student is not given the opportunity to receive extra grading point to compensate the assessment for the current control grade.

1. Discipline topics and their contents

Topic 1. Modern trends in hospitality and tourism research

Measurement of the level of loyalty and customer satisfaction in the hospitality industry and tourism. Research in the field of human resources and leadership. Financing commercial real estate for hotels and resorts. Management of the company's revenue. The role of social media in the hospitality industry and tourism. Basic statistics data on the global and Russian industry of tourism and hospitality.

Lectures - 2 hours

Independent work - 9 hours

Literature: Cornell Hospitality Reports, Cornell Hospitality Tools, Cornell Hospitality Research Briefs, Cornell Hospitality Roundtable Proceedings, written by Cornell faculty members, as well as Industry Perspectives: A White Paper Series from Cornell.

Group of authors. Current issues in hospitality and tourism research and innovations. CRC Press, 2012. – 648 pages.

Topic 2. Research in management methodology fundamentals

The nature, value and role of research in modern business. Types of research. The concept of the research process. Characteristics of correctly and properly conducted research. Scientific method in research. The rules and algorithm of identifying problems for research. The concept of the construct and theoretical research.

Lectures - 2 hours

Independent work - 9 hours

Literature Poynter, J. M. 1993. How to research and write a thesis in hospitality and tourism: a step-by-step guide for college students. New York: Wiley

Sommer, R. and B. Sommer. 2002. A Practical Guide to Behavioral Research: Tools and Techniques, 5th ed. New York: Oxford University Press.

Jennings, G. Tourism research. Milton John Wiley & Sons Australia, Ltd, 2010. - 454 с.

Botterill, D. Key concepts in tourism research. Los Angeles [etc.] SAGE Publications, 2012. - 190 p.

Group of authors. Handbook of research methods in tourism. Cheltenham; Northampton Edward Elgar, 2012. - 514 p.

Group of authors. The Routledge handbook of tourism research. London; New York Routledge, 2012. - 431 p.

Group of authors. Current issues in hospitality and tourism research and innovations. CRC Press, 2012. - 648 p.

Topic 3. Research project planning

The concept of a hypothesis and its implications for the research process. Sources of formulating the hypotheses. Types of hypotheses. The design of the study. Characteristics composition correctly by the study plan. The definition of units of measurement and methods for conducting the study. Types of scales and factors determining their choice for study. Development of a system of data coding. Identification of necessary resources, timelines and budget to conduct the study.

Lectures – 2 hours

Workshop - 8 hours

Independent work - 20 hours

Literature: N. Poynter, J. M. 1993. How to research and write a thesis in hospitality and tourism: a step-by-step guide for college students. New York: Wiley

Sommer, R. and B. Sommer. 2002. A Practical Guide to Behavioral Research: Tools and Techniques, 5th ed. New York: Oxford University Press.

Jennings, G. Tourism research. Milton John Wiley & Sons Australia, Ltd, 2010. - 454 с.

Botterill, D. Key concepts in tourism research. Los Angeles [etc.] SAGE Publications, 2012. - 190 p.

Group of authors. Handbook of research methods in tourism. Cheltenham; Northampton Edward Elgar, 2012. - 514 p.

Group of authors. The Routledge handbook of tourism research. London; New York Routledge, 2012. - 431 p.

Group of authors. Current issues in hospitality and tourism research and innovations. CRC Press, 2012. - 648 p.

Ritchie, B. W., P. Burns, and C. Palmer, eds. 2004. Tourism research methods: integrating theory with practice. Wallingford: CABI.

Baggio R. Quantitative methods in tourism. Channel View Publications, 2011.

Group of authors. Qualitative research in tourism. London; New York Routledge, 2004. - 333 p

Theme 4. Research project implementation and data collection

The nature of field research. The concept of sample and population. Types of sampling. Development of approaches to the definition of the sample. The algorithm for determining the sample. The factors that determine the validity of the sample. Data collection: types of information, information sources, tools for collecting data. Technology for drafting the questionnaire. A pilot study notion. The case-study notion. Methods of data processing: coding, entering into the software (SPSS, eStata), primary data analysis.

Lectures – 8 hours

Workshop - 8 hours

Independent work - 20 hours

Literature: Poynter, J. M. 1993. How to research and write a thesis in hospitality and tourism: a step-by-step guide for college students. New York: Wiley

Sommer, R. and B. Sommer. 2002. A Practical Guide to Behavioral Research: Tools and Techniques, 5th ed. New York: Oxford University Press.

Jennings, G. Tourism research. Milton John Wiley & Sons Australia, Ltd, 2010. - 454 с.

Botterill, D. Key concepts in tourism research. Los Angeles [etc.] SAGE Publications, 2012. - 190 p.

Group of authors. Handbook of research methods in tourism. Cheltenham; Northampton Edward Elgar, 2012. - 514 p.

Group of authors. The Routledge handbook of tourism research. London; New York Routledge, 2012. - 431 p.

Group of authors. Current issues in hospitality and tourism research and innovations. CRC Press, 2012. - 648 p.

Veal, A. J. 2006. Research methods for leisure and tourism: a practical guide, 3rd ed. New York: Prentice Hall.

Ritchie, B. W., P. Burns, and C. Palmer, eds. 2004. Tourism research methods: integrating theory with practice. Wallingford: CABI.

Тема 5. Data analysis methods

Differences in the analysis of secondary and primary data. The rationale for selecting the method of data analysis. The confidence intervals. Data analysis methods used in research - hypothesis testing, regression analysis (simple linear regression, multiple linear regression), heteroscedasticity, correlation analysis of paired variables, autocorrelation, multicollinearity, dummy variables, factor analysis, cluster analysis, economic-mathematical models in studies of hospitality and tourism (signs of a good model)

Lectures – 6 hours

Seminar - 12 hours

Independent work - 20 hours

Literature: Poynter, J. M. 1993. How to research and write a thesis in hospitality and tourism: a step-by-step guide for college students. New York: Wiley

Sommer, R. and B. Sommer. 2002. A Practical Guide to Behavioral Research: Tools and Techniques, 5th ed. New York: Oxford University Press.

Jennings, G. Tourism research. Milton John Wiley & Sons Australia, Ltd, 2010. - 454 с.

Botterill, D. Key concepts in tourism research. Los Angeles [etc.] SAGE Publications, 2012. - 190 p.

Group of authors. Handbook of research methods in tourism. Cheltenham; Northampton Edward Elgar, 2012. - 514 p.

Group of authors. The Routledge handbook of tourism research. London; New York Routledge, 2012. - 431 p.

Group of authors. Current issues in hospitality and tourism research and innovations. CRC Press, 2012. - 648 p.

Veal, A. J. 2006. Research methods for leisure and tourism: a practical guide, 3rd ed. New York: Prentice Hall.

Ritchie, B. W., P. Burns, and C. Palmer, eds. 2004. Tourism research methods: integrating theory with practice. Wallingford: CABI.

1. Education technologies and methods

In the process of teaching various types of training will be used including well established educational technologies such as the analysis of practical problems and case studies, computer simulation. Meetings with representatives of Russian and foreign companies-operators of the hospitality industry and tourism will be conducted in a form of master classes.

1. Evaluation means of the strudents current and final grading
	1. Students homework description and requirements

Students are required to prepare their homework in order to assess their knowledge from the point of view of the current control. The subject of homework can be named as "Plan-proposal for conducting a research project.". The required content of the homework is described and explained in pagargraph 6.1.

Evaluation criteria homework the following:

1. Rationale for the relevance of the topic

2. The common understanding of the research, literacy in the use of key Ter-Minou

3. Knowledge of foreign studies on the topic, the quality of a literature review.

4. Clarity of statement of the goals and objectives of the study

5. Justification of the research methodology, realism and appropriateness of the stated procedures for the collection and analysis of empirical data

6. The autonomy and originality of the proposed research, no plagiarism within the text

7. The consistency of the presentation of the material

8. The practical significance of the proposed research

9. The compliance with the formal requirements (volume, availability of all required sections, design).

10. The quality of the oral report, the answers to the questions of the teacher, the presence of a PowerPoint presentation, its quality design.

The topic of homework for each student shall be approved by the teacher in individual order

* 1. Key questions and topics for discipline mastering quality

The approximate list of questions throughout the course:

1. Scientific method in hospitality and tourism research;

2. The nature, value and role of research in modern hospitality business;

3. Types of research: qualitative and quantative research;

4. The concept and stages of the research process;

5. The features of properly conducted research project;

6. Fields of study in the hospitality and tourism finances;

7. The guidelines of research problem determination;

8. The notion of conceptual theoretical research;

9. The concept of a hypotheses and their implications for the research process;

10. Sources of generating hypotheses;

11. Types of hypotheses;

12. The design of the research project;

13. The features of a properly drawn plan for the research project;

14. Determination of measurements, units and methods to be used in the study;

15. Types of scales and factors determining their choice for study;

16. Development of a system for data encoding;

17. Identification of resources, timelines and budget necessary for the study;

18. Research execution and data collection;

19. The nature of field research.

20. The concept of sampling and population;

21. Types of sampling;

22. Development of approaches to sampling;.

23. The algorithm for determining the right sample;

24. The factors that determine the validity of the sample;

25. Data collection: types of information, information sources, tools for data collection;

26. Technology for the questionnaire elaboration;

27. A bature of a pilot study.

28. The notion of case-study.

1. Educational and informational supply tools for the discipline

10.1 Basic course book

Poynter, J. M. 1993. How to research and write a thesis in hospitality and tourism: a step-by-step guide for college students. New York: Wiley

* 1. Main course text books

Jennings, G. Tourism research. Milton John Wiley & Sons Australia, Ltd, 2010. - 454 с.

Botterill, D. Key concepts in tourism research. Los Angeles [etc.] SAGE Publications, 2012. - 190 с.

Group of authors. Handbook of research methods in tourism. Cheltenham; Northampton Edward Elgar, 2012. - 514 с.

Group of authors. The Routledge handbook of tourism research. London; New York Routledge, 2012. - 431 с.

Baggio R. Quantitative methods in tourism. Channel View Publications, 2011.

N. In. Rodionova. Research methods in management. Organization of the research activities. Module 1. —Moscow: Unity – Dana, 2012

Group of authors. Current issues in hospitality and tourism research and innovations. CRC Press, 2012. - 648 p.

* 1. Additional literature

Durovich A., Anastasova, A. Marketing research in tourism. Study and practice guide. — M: New knowledge, 2002.

Ritchie, B.W., P. Burns, and C. Palmer, eds. 2004. Tourism research methods: integrating theory with practice. Wallingford: CABI.

Sommer, R. and B. Sommer. 2002. A Practical Guide to Behavioral Research: Tools and Techniques, 5th ed. New York: Oxford University Press.

Veal, A.J. 2006. Research methods for leisure and tourism: a practical guide, 3rd ed. New York: Prentice Hall.

Group of authors. Qualitative research in tourism. London; New York Routledge, 2004. - 333 с.

Group of authors. Current issues in hospitality and tourism research and innovations. CRC Press, 2012. - 648 с.

<http://www.hotelschool.cornell.edu/research/chr/pubs/>

* 1. Bulletins, data sources, dictionaries

EuroMonitor <http://82.179.249.32:2363/portal/server.pt>

GMID DataMonitor <http://82.179.249.32:2305/>

World Databank <http://databank.worldbank.org/ddp/home.do?Step=12&id=4&CNO=2>

OECD Library <http://82.179.249.32:2335/>

* 1. IT Support

For the successful mastering of the discipline, the student uses the following software products:

* SPSS
* Microsoft Office

11. Other required materials and supplies

For lectures and seminars it is necessary to have a computer, overhead projector and screen. For seminars dedicated to the topics of data analysis computer class is required.

12. Disability Services

Any student who feels s/he may need special accommodation based on the impact of a disability should contact the Instructor privately to discuss specific needs.