

COURSE OUTLINE		
TERM: Fall 2018	COURSE NO: TOUR 327	
INSTRUCTOR:	COURSE TITLE: Research Methods and Applications in Tourism	
OFFICE: LOCAL: E-MAIL: @capilanou.ca	SECTION NO(S):	CREDITS: 3
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT:

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams. This course may also be offered in mixed mode.

COURSE PREREQUISITES:

45 credits of 100 level or higher coursework

CALENDAR DESCRIPTION:

Ability to use market research skills needed for the effective management of tourism operations, including survey techniques.

COURSE NOTE:

TOUR 327 is an approved Science & Technology course for Cap Core requirement.

REQUIRED TEXTS AND/OR RESOURCES:

Reading package (details in course syllabus)

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

1. Convert an issue/problem into a clear research question
2. Critically analyze published research
3. Design and communicate a research study to address a research question
4. Develop a research tool to collect the data needed to address a research question
5. Execute a research tool in an ethical manner
6. Synthesize and apply research results to address a research question
7. Apply course-based knowledge and secondary research findings to research results to yield research findings that address the research question

8. Communicate research results and findings

Students who complete this Science and Technology course will be able to do the following:

1. Evaluate scientific information (e.g., distinguish primary and secondary sources, assess credibility and validity of information).
2. Demonstrate how a problem, concept, or process can be modelled numerically, graphically, or algorithmically
3. Explain how scientific inquiry is based on investigation of evidence and evolves based on new findings
4. Participate in scientific inquiry and communicate the elements of the process, including making careful and systematic observations, developing and testing a hypothesis, analyzing evidence, and interpreting results

COURSE CONTENT:

In order to facilitate student learning and in-class discussion, students are expected to complete ALL assigned readings BEFORE each class. Readings and lecture topics may change and/or additional readings assigned as appropriate. Please consult with your instructor and the course syllabus.

WEEK	TOPIC (S)
1	PART 1: Formulating the Research Introduction to Tourism Research Choosing a Research Topic
2	PART 1: Formulating the Research Literature Review Constructing a conceptual framework
3	PART 1: Formulating the Research Developing a Research Question and Objectives Identifying Information Needs Methodology – overview Communicating the Research Study: Research proposal
4	PART 2: Data Collection Focus on Quantitative Methods: Designing a Questionnaire
5	PART 2: Data Collection Focus on Quantitative Methods: Survey Administration
6	PART 2: Data Collection Focus on Qualitative Methods: Designing an Interview or Discussion Guide
7	PART 2: Data Collection Application: Testing the Questionnaire
8	PART 2: Data Collection Application: Focus Group Demonstration
9	PART 2: Data Collection Application: Conducting a Focus Group
10	PART 3: Analysis, Interpretation and Reporting Data Analysis

11	PART 3: Analysis, Interpretation and Reporting Data Analysis
12	PART 3: Analysis, Interpretation and Reporting Discussion of Findings Preparing a Research Report
13	Research Presentations
14-15	Final exam period

EVALUATION PROFILE

Learning Assessment	% of Final Grade	Individual/Group
1. Research Project: Mini Literature Review (Part 1)	15%	I
2. Research Project: Research Proposal (Part 2)	10%	I
3. Research Project: Data Collection Tool (Part 3)	15%	G
4. Focus Group Exercise	10%	I
5. Research Project: Research Findings Presentation (Part 4)	20%	G
6. Research Project: Research Report (Part 5)	20%	I
7. In-class activity x 4	10%	I
TOTAL	100.00%	

ASSIGNMENTS

The assignment structure for this course is determined by the instructor in accordance with the learning outcomes outlined above. Please refer to the course syllabus and Moodle site for a detailed breakdown.

Written Assignments: This course will include a combination of short written assignments (e.g. reading responses, primary source analysis, literature review) and/or longer assignments such as a research project and essay.

Presentations: This course may include a presentation component, which may be an individual or group assignment (e.g. research finding, data presentation). Detailed instructions will be provided in class and on Moodle.

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

OPERATIONAL DETAILS

Incomplete Grades

Grades of Incomplete “I” are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

Assignments are due at the beginning of the class on the due date listed unless otherwise indicated in the course syllabus. If you anticipate handing in an assignment late, please consult with your instructor beforehand. See course syllabus for penalties associated with late assignments.

Missed Exams/Quizzes/Labs etc.

Will receive a grade of ‘0’ unless prior arrangements (wherever possible) are made with the instructor. Permission to make up an exam will only be given in extraordinary situations such as illness of the student or the death of a close family member. A doctor’s certificate, or other proof supporting the reason for the absence, may be required.

Attendance

Students are expected to attend all classes and associated activities. Attendance is mandatory if the delivery of this course is through a weekend based format. See course syllabus for penalties associated with missed classes.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Students may use electronic devices during class for note-taking only or when working in groups on tasks assigned by the instructor.

On-line Communication

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or Moodle; please check both regularly. Official communication between Capilano University and students is delivered to students’ Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS

Tools for Success

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <http://www.capilanou.ca/services/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy S2017-05 for more information: <http://www.capilanou.ca/about/governance/policies/Policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including [B.401 Sexual Violence and Misconduct Policy](#) and [B.401.1 Sexual Violence and Misconduct Procedure](#).

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.

DEPARTMENT OR PROGRAM OPERATIONAL DETAILS

See course syllabus