AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Research Methods								
Course Code	REH105		Couse Level	First Cycle (Bachelor's Degree)					
ECTS Credit	3	Workload	75 *(Hours)*	Theory	3	Practice	0	Laboratory	0
Objectives of the Course	In this course, it is aimed that postgraduate students become acquainted with scientific research types and processes.								
Course Content	Key features of scientific research, importance of theory in research and especially the problems which are experienced within the studies of tourism field will be handled. Strenghts and weaknesses of quantitative and qualitative research methods will be discussed.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Case Study, Individual Study, Problem Solving								
Name of Lecturer(s)	Lec. Ayşe ARSLAN ÖZKAN, Prof. Abdullah TANRISEVDİ								

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Yüksel, A. Yüksel F.(2004) Turizmde Bilimsel Araştırma Yöntemleri, Turhan Kitapevi, Ankara.
2	Böke,K. (2009)Sosyal Bilimlerde Araştırma Yöntemleri, Alfa Yayınları, İstanbul.
3	Vaus, D.A.(1996)Surveys in Social Research , Allen and Unwin Pity Ltd., Australia.
4	Denzin, N.K.(1978)The Research Act, 2.nd ed., Mc Graw Hill, Newyork.
5	Patton,M.Q.(2002)Qualitative evaluation and research methods(3.ed.), Thousand Oaks, Sage Publications, London.

Week	Weekly Detailed Course Contents	
1	Theoretical	What is ethic? What is ethic in the research? How is it carried out?
2	Theoretical	Introduction to scientific method and basic concepts
3	Theoretical	Methodical approach in research
4	Theoretical	Phases of research methods, method, strategies
5	Theoretical	Reliability in research
6	Theoretical	Validity in research
7	Theoretical	The basic concepts of sampling theorem, factors requiring sampling
8	Theoretical	Survey method, general sturucture of survey method, types
9	Intermediate Exam	Mid-term Exam
10	Theoretical	Survey method, general sturucture of survey method, types
11	Theoretical	Investigating in-depth interview
12	Theoretical	Investigating observation technique
13	Theoretical	Etnography
14	Theoretical	Making research report
15	Theoretical	Academic staff will state which topics should be reviewed before the lesson. General review will be done and deficiencies will be made up.
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Assignment	2	4	0	8
Midterm Examination	1	4	1	5

Final Examination	1	5	1	6
			Total Workload (Hours)	75
			[Total Workload (Hours) / 25*] = **ECTS**	3
**25 hour workload is accepted as 1 ECTS*				

Learning Outcomes	
1	To be able to define research ethics,
2	To be able to question the relationship of tourism with other diciplines,
3	To be able to recognize the general concepts and terms about research,
4	To be able to define the method, the process and the strategies of research
5	To be able to identify measurements tools,
6	To be able to comprehend the issues of reliability and validity in the research,
7	To be able to analyze the fundamental points in the course of sampling,
8	To be able to obtain general knowledge about questionnaire form.

Programme Outcomes *(Tourism Guiding)*	
1	To have scientific and professional ethical values
2	To gain the ability of analytical and critical thinking
3	To have an awareness of requirement of gaining lifelong new knowledge and skills
4	To know the basic concepts about tourism sector
5	To comprehend relationship between tourism and natural, cultural and social environment
6	To have enough foreign language knowledge to follow trends and studies in his/her field and to be able to communicate
7	to be able to use the second foreign language at medium level.
8	to have the ability of doing team work.
9	To gain the ability to use information technologies in his/her field at a good level.
10	To gain administrative knowledge and ability in his/her field.
11	To be competent on the subject of human relations and behaviours which are required in tourism industry
12	To be able to track the trends in his/her field.
13	To have knowledge and ability on the subjects required for his/her profession.
14	To have comprehensive knowledge required for his/ her profession about other tourism services
15	To have enough knowledge about culture and customs of his/her own country.
16	To have enough knowledge about different cultures and customs.

Contribution of Learning Outcomes to Programme Outcomes *1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High*

	L1	L2	L3	L4	L5	L6	L7	L8
P1	2	2	2	2	2	2	2	2
P2	3	4	4	3	3	3	3	3
P3	3	4	4	3	3	3	3	3
P4	4	4	4	4	4	4	4	4
P5	3	3	3	3	3	3	3	3
P6	3	3	3	3	3	3	3	5
P7	4	4	4	4	4	4	4	3
P8	3	4	4	3	3	3	3	4
P9	4	3	3	4	4	4	4	4
P10	4	4	4	4	4	4	4	3
P11	3	3	3	3	3	3	3	2
P12	3	2	2	2	2	2	2	3
P13	3	3	3	3	3	3	3	3
P14	2	2	2	2	2	2	2	2
P15	2	2	2	2	2	2	2	2
P16	2	2	2	2	2	2	2	2