AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Research Methods						
Course Code	TUR501		Couse Level	Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 *(Hours)*	Theory	3	Practice	0	Laboratory	0
Objectives of the Course	In this course, postgraduate students will become acquainted with social research methodologies.						
Course Content	The course will introduce students to the safeguards against errors in both data collection and data analysis and reporting. In addition, the course will draw the attention of students to an important but often neglected aspect of tourism research, i.e. ethical issues in research, covering such topics as voluntary participation, anonymity and confidentiality and the need to adhere to professional code of ethics. How each method is, or may be, related to contemporary tourism policy issues will be an integral part of the course. Practical experience from studies done in other countries will be used to expose the students to practical issues in tourism research. The student will also be introduced to the basics of analysing research data.						
Work Placement	N/A						
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Case Study, Individual Study, Problem Solving						
Name of Lecturer(s)	Assoc. Prof. Tuğrul AYYILDIZ						

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Principles and practices in research methods, social sciences perspective

Week	Weekly Detailed Course Contents	
1	Theoretical	Research methods
2	Theoretical	Research methods
3	Theoretical	Problem definition
4	Theoretical	Problem definition
5	Theoretical	Planning research design
6	Theoretical	Planning research design
7	Theoretical	Determining sampling group
8	Intermediate Exam	Determining sampling group
9	Theoretical	Data collection
10	Theoretical	Data collection
11	Theoretical	Data analysis
12	Theoretical	Data analysis
13	Theoretical	Defining result and writing report
14	Theoretical	Revision

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Assignment	15	2	0	30
Midterm Examination	1	11	1	12
Final Examination	1	12	1	13
			Total Workload (Hours)	125
			[Total Workload (Hours) / 25*] = **ECTS**	5

25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	to build a general undersatnding of research methodologies process.
2	The students will understand research methodologies such as survey and field research, questionnaire design, content analysis, analysis of existing data, focus group, individual and group observation (including participatory observation) etc.
3	To build skills for presentation of research findings
4	to build a general undersatnding of research methodologies types
5	To build skills for Utilizing the results of scientific research

Programme Outcomes *(Tourism Management Master)*

1	To be able to train specialists who develops knowledge and skills based on the Bachelor's Degree in Tourism field and who can evaluate the sector in the point of view interdisciplinary structure of tourism management.
2	To be able to analyze the socio-economic and the managerial problems both interactionaly and separately
3	To be able to produce knowledge about the studies, which have not been presented before towards the primary data sources.
4	To be able to convey recent developments in the field of tourism management to the stakeholders by using verbal, written and visual means systematically.
5	To be able to develop a solving method independently for a problem faced in tourism management, evaluate the outcomes of the problem and take roles in projects related to the field as a coordinator or a participant.
6	To be able to make strategic and implementation plans for particular issues in tourism administration and evaluate the outcomes of the plans and to determine the vision, goals and aims of the company.
7	To be able to evaluate knowledge and skills acquired in tourism management by having a sceptic standpoint and investigate the problems by implying analytical approaches with miscellaneous methods.
8	To be able to regenerate and develop constantly concerning the field participated in tourism businesses.
9	To be able to teach and inspect the scientific, social and ethical values at the degree of collecting, interpreting and announcing the data.
10	To be able to use at least one foreign language to follow the international tourism literature.
11	To be able to share the developments related to departments of tourism establishment.
12	To be able to learn about information technologies used in tourism enterprises and mastering in these technologies.
13	To be able to use the current data in the field of tourism management, develop the knowledge by using scientific methods with scientific, social and ethical responsibilities.
14	To be able to Implement the knowledge and the abilities at problem solving that absorbed in the field of tourism at interdisciplinary studies.

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

	L1	L2	L3	L4	L5
P1	1	2	2	4	
P2	1	2	3	4	3
P3	3	3	3	4	4
P4	3	3	3	4	3
P5	3	3	3	4	4
P6	3	3	3	4	3
P7	1	4	3	3	4
P8	1	1	1	3	4
P9	4	4	4	4	3
P10	1	4	4	4	3
P11	2	2	3	4	3
P12	1	1	1	4	3
P13	1	1	1	4	4
P14	4	4	3	4	4