



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Research Methods							
Course Code		TUR501		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	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
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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	Midterm exam
9	Theoretical	Determining sampling group
10	Theoretical	Data collection
11	Theoretical	Data collection
12	Theoretical	Data analysis
13	Theoretical	Data analysis
14	Theoretical	Defining result and writing report
15	Theoretical	Revision
16	Final Exam	Final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	15	1	3	60
Assignment	15	1	2	45
Midterm Examination	1	9	1	10



Final Examination	1	9	1	10
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 understanding 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 understanding of research methodologies types
5	To build skills for Utilizing the results of scientific research

Programme Outcomes (Tourism Management Master's Without Thesis)

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 interactionally 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.

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	4	3	4	3	4
P2	4	3	4	3	4
P3	4	3	4	3	4
P4	4	3	4	3	4
P5	4	3	4	3	4

