

Información del Plan Docente

Academic Year	2016/17
Academic center	177 - Escuela Universitaria de Turismo
Degree	445 - Degree in Tourism
ECTS	6.0
Course	2
Period	Half-yearly
Subject Type	Compulsory
Module	---

1.Basic info**1.1.Recommendations to take this course****1.2.Activities and key dates for the course****2.Initiation****2.1.Learning outcomes that define the subject****2.2.Introduction****3.Context and competences****3.1.Goals****3.2.Context and meaning of the subject in the degree****3.3.Competences****3.4.Importance of learning outcomes****4.Evaluation****5.Activities and resources****5.1.General methodological presentation**

The learning process that is designed for this subject is based on the following methodology:

- Participatory lectures - Class
- Individual and group activities
- Expert Talks
- Analysis of scientific articles
- Practical assignments
- Case studies
- Exam

29119 - Social Research: Techniques

5.2.Learning activities

The program that is offered to help the student to achieve the expected results includes the following activities;

- Lectures, discussions - (CE7) (CE11) (CE16) (CE25)
- Small group tutoring (ALL)
- Individual tutoring (ALL)
- Case studies (EC 31) (CT2) (CT4) (CT11)
- Document Analysis - (CE10) (CT11)
- Study (ALL)
- Objective individual test (ALL)

5.3.Program

UNIT 1: Scientific knowledge in social sciences. Introduction to tourism as an object of social research 1.1. Scientific knowledge 1.2. The scientific method in the Social Sciences 1.3. Tourism: object of social research 1.4. Particularities of social research in tourism UNIT 2: The process of social research. The design of social research. The development of a research project 2.1. The process of social research 2.2. The design of social research 2.3. Types of basic designs 2.4. Types of studies 2.5. The preparation of the research project UNIT 3: Techniques of quantitative and qualitative social research 3.1. Fundamentals and applications of quantitative approach 3.2. Fundamentals and applications of qualitative approach 3.3. Quantitative analysis 3.4. Qualitative analysis UNIT 4: Quantitative approach: Quantitative Secondary sources. The sample. The survey. the questionnaire 4.1. Use and quantitative analysis of secondary sources on tourism 4.2. The sample. Types of sampling and application 4.3. Process of research by survey 4.4. The questionnaire UNIT 5: Qualitative approach: Observation. In-depth interview. Discussion group. 5.1. Observation practices 5.2. In depth interview 5.3. The discussion group UNIT 6: The research report 6.1. The formalization of the research project 6.2. Report types and formats 6.3. Structure and basic contents for the preparation of the report 6.4. The reporting UNIT 7: Special techniques and descriptive statistics

5.4.Planning and scheduling

Schedule sessions and presentation of works Calendar The specific timetable will be established by the professor at the beginning of the course both in classes and in the moodle platform. In egeneral the program will follow the following schedule:

- February-May: Lecturing of theoretical content in class
- February-May: Conducting research project in phases (5 phases at 3 weeks each)
- June: Delivery of final project (evaluation of practical content) and evaluation of theoretical contents

5.5.Bibliography and recomended resources

Bibliography: <http://psfunizar7.unizar.es/br13/egAsignaturas.php?codigo=29119&Identificador=13326>