

Información del Plan Docente

Academic Year	2017/18
Faculty / School	177 - Escuela Universitaria de Turismo
Degree	445 - Degree in Tourism
ECTS	6.0
Year	2
Semester	Half-yearly
Subject Type	Compulsory
Module	---

1.General information**1.1.Introduction****1.2.Recommendations to take this course****1.3.Context and importance of this course in the degree****1.4.Activities and key dates****2.Learning goals****2.1.Learning goals****2.2.Importance of learning goals****3.Aims of the course and competences****3.1.Aims of the course****3.2.Competences****4.Assessment (1st and 2nd call)****4.1.Assessment tasks (description of tasks, marking system and assessment criteria)****5.Methodology, learning tasks, syllabus and resources****5.1.Methodological overview**

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

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- Exam

5.2.Learning tasks

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.Syllabus

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

1.5. The process of social research UNIT 2:The design of social research. The development of a research project 2.1.

The design of social research 2.2. Types of basic designs 2.3. Types of studies 2.4. 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: Preliminary basic operations

UNIT 5: Quantitative approach 4.1. The sample. Types of sampling and application 4.2. Process of research by survey

4.3. The questionnaire UNIT 6: Qualitative approach 6.1. Observation practices 6.2. In depth interview 6.3. The discussion group UNIT 7: The research report 7.1. Report types and formats 7.2. Structure and basic contents for the preparation of the report 7.3. The reporting

5.4.Course planning and calendar

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 general 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 recommended resources

[BB: Bibliografía básica / BC: Bibliografía complementaria]

BB	Callejo Gallego, Javier. Análisis empírico de la demanda turística / Javier Callejo Gallego, Jesús Gutiérrez Brito, Antonio Viedma Rojas Madrid : Centro de Estudios Ramon Areces, D.L. 2003
BB	Introducción a las técnicas de investigación social / Javier Callejo Gallego, coordinador, Consuelo del Val Cid, Jesús Gutiérrez Brito, Antonio Viedma Rojas. Madrid : Editorial Universitaria Ramón Areces, D.L. 2009.
BB	Sierra Bravo, Restituto. Técnicas de investigación social : teoría y ejercicios / R. Sierra Bravo . 14a. ed., 4a. reimp. Madrid : Thomson, 2007

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- BC** Alonso, Luis Enrique. La mirada cualitativa en sociología : una aproximación interpretativa / Luis Enrique Alonso . 1a. ed. Madrid : Fundamentos, 1998
- BC** Altinay, Levent. Planning research in hospitality and tourism [Recurso electrónico] / Levent Altinay and Alexandros Paraskevas . Oxford ; Burlington, MA : Butterworth-Heinemann, cop. 2008
- BC** Babbie, Earl. Fundamentos de la investigación social / Earl Babbie ; [traducción José Francisco Javier Dávila Mzrtínez] . México, D. F. [etc.] : International Thomson, cop. 2000
- BC** Bergua Amores, José Ángel. Estilos de la investigación social : técnicas, epistemología, algo de anarquía y una pizca de sociosofía / José Ángel Bergua Amores . Zaragoza : Prensas Universitarias de Zaragoza, 2011
- BC** Corbetta, Piergiorgio. Metodología y técnicas de investigación social / Piergiorgio Corbetta . Ed. rev. Madrid : McGraw-Hill, 2010
- BC** Iglesias i Millán, Josep A.. Técnicas de investigación aplicadas al sector turístico / Josep A. Iglesias i Millán . Madrid : Síntesis, D.L.2001
- BC** Mazón, Tomás. Sociología del turismo / Tomás Mazón . Madrid : Centro de Estudios Ramón Areces, DL 2001
- BC** Metodología de la investigación social : técnicas innovadoras y sus aplicaciones / Millán Arroyo, Igor Sádaba (coords.) . Madrid : Síntesis, 2012
- BC** Vallejos Izquierdo, Antonio Félix. Métodos y técnicas de investigación social / Antonio Félix Vallejos Izquierdo, Mario Ortí Mata, Yolanda Agudo Arroyo . 1a. ed., 1a. reimp Madrid : Ramón Areces, 2007