

HRTM 160: RESEARCH METHODS

Spring 2009

San Jose State University
Department of Hospitality, Recreation and Tourism Management

Instructor: Ranjan Bandyopadhyay, MBA., Ph.D.
Office: SPX 53
Office Hours: Tue 2:00-5:00 or by appointment
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Class Times: Tue & Thu 12:00-1:15 pm
Classroom: Boccardo Business Center 225

Catalog Description

Methods applicable to recreation problem-solving, leading to the completion of an individual research project. Exposure to computer-assisted applications regarding retention, retrieval and analysis of research-generated data.

Course Objectives

- To develop an understanding of research issues within tourism, hospitality, recreation, and leisure studies
- To demonstrate knowledge of the characteristics of scientific inquiry
- To demonstrate knowledge and skills in defining research problems and generating research questions and hypotheses
- To demonstrate knowledge and skill in conducting reviews of relevant literature
- This course is based on a multi-disciplinary perspective, drawing on disciplines such as anthropology, history, culture, geography, political science and sociology. This multidisciplinary perspective approach will be employed to analyze tourism within the business and social environments

Text

Mick Finn, Martin Elliott-White and Mike Walton (2000). *Tourism & Leisure Research Methods: Data Collection, analysis and interpretation*. England: Pearson Education Limited.

Attendance and Participation

Students are expected to attend all classes. Class attendance will not only improve the students' chances of success on the assignments, but also on the job upon graduation. Students are expected to come to class having read the assignment for that day and prepared to participate in class discussion on that topic.

Assignments

Students will be given assignments that involve applying the material covered in class. Assessment of student performance will be arrived at through two pieces of assignments.

Research Proposal

This piece of work will assess students' ability to construct, design, draft and present a convincing rationale for the proposed research investigation. The proposal should include the following *three* components:

1. Introduction
2. Literature Review
3. Proposed Methodology

The Research Proposal will carry a maximum of 100 points, and should be around 10 double-spaced typed pages using 12 points font (New Times Roman).

More details will be provided in due time.

Article Critique

Students have to critique one peer-reviewed journal article.

The Article Critique will carry a maximum of 100 points, and should be around 5 double-spaced typed pages using 12 points font (New Times Roman).

More details will be provided in due time.

Grading Scheme

Participation in Class:	10%
Research Proposal:	50%
Article Critique:	<u>40%</u>
	<u>100%</u>

Grading Scale

A+ = 96.5-100%
A = 92.5-96.4%
A- = 89.5-92.4%
B+ = 86.5-89.4%
B = 82.5-86.4%
B- = 79.5-82.4%
C+ = 76.5%-79.4%
C = 72.5%-76.4%
C- = 69.5%-72.4%
D+ = 66.5%-69.4%
D = 62.5%-66.4%
D- = 59.5%-62.4%
F = <59.5%

COURSE SCHEDULE

Dates	Topics of Discussion	Readings
Jan 22 (Thu)	Introduction	
Jan 27 (Tue) Jan 29 (Thu)	Introducing Research	
Feb 3 (Tue) Feb 5 (Thu)	Qualitative & Quantitative Research	Scholarly article
Feb 10 (Tue) Feb 12 (Thu)	Methodology and Research Design	-
Feb 17 (Tue) Feb 19 (Thu)	Evaluating Research	-
Feb 24 (Tue) Feb 26 (Thu)	Secondary Data Analysis	-
Mar 3 (Tue) Mar 5 (Thu)	Qualitative Methods	-
Mar 10 (Tue) Mar 12 (Thu)	The Analysis of Qualitative Data	-
Mar 17 (Tue) Mar 19 (Thu)	Summarizing Data	-
Mar 24 (Tue) Mar 26 (Thu)	Spring Break	
Mar 31 (Tue) Apr 2 (Thu)	Cesar Chavez Day	
Apr 7 (Tue) Apr 9 (Thu)	Bivariate and Multivariate Analysis	-
Apr 14 (Tue) Apr 16 (Thu)	Inferential Statistics	-
Apr 21 (Tue) Apr 23 (Thu)	Writing a Research Report	-
Apr 28 (Tue) Apr 30 (Thu)	Writing a Research Report	-
May 5 (Tue) May 7 (Thu)	Writing a Research Report	-
May 12 (Tue)	Last Day of Instruction	
May 15 (Fri)	Final	

* Schedule may change at the discretion of the instructor. Any changes will be communicated to the students in as timely a manner as possible.

University Policies

Academic Integrity Statement (from Office of Judicial Affairs):

“Your own commitment to learning, as evidenced by your enrollment at San José State University and the University’s Academic Integrity Policy requires you to be honest in all your academic course work. Faculty are required to report all infractions to the Office of Judicial Affairs.

The policy on can be found at <http://www2.sjsu.edu/senate/S04-12.pdf>

Campus Policy in Compliance with the Americans with Disabilities Act:

“If you need course adaptations or accommodations because of a disability, or if you need special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities register with DRC to establish a record of their disability.”

Library and Online Research Requirement

Library and online research are encouraged to complete this course.

Harry Meserve - Reference Librarian

hmeserve@sjsu.edu

408.808.2093

Student Rights and Responsibilities

<http://www2.sjsu.edu/senate/s90-5.htm>