Code - Subject	58 0031 – Research methodologies and tools				
Type	Elective		Credits	9 ECTS	
Thematic area	Research methodologies and techniques				
Professor in charge of the course	Dr. Jordi Arcos				
In person	63 hours	Teacher-led	87 hours	Autonomous	75 hours

BRIEF DESCRIPTION

The course is designed to provide students with a comprehensive set of applied research competencies in the tourism and hospitality industry. Through a project-based pedagogical approach and practical exercises, students not only acquire theoretical knowledge but also develop practical skills that enable them to address complex problems and apply advanced research methodologies in real-world contexts.

The course covers both quantitative and qualitative research, offering students an introduction to the methods and approaches needed to generate *insights.* significant in the tourism sector. In the quantitative part, students will learn to use statistical tools and data analysis techniques. These skills are essential for making strategic decisions and making a valuable contribution to the sector and its organizations.

As for qualitative research, the course addresses the use of data collection and analysis techniques that allow for in-depth study of different study topics, such as the analysis of tourists' experiences or perceptions. Students will learn to design interviews, among other techniques, in addition to analyzing the data obtained to obtain relevant conclusions.

Likewise, the subject places special emphasis on **mixed methodologies** , such as *scraping.* social media and the Delphi method, which combine quantitative and qualitative approaches to obtain a comprehensive understanding of the phenomena under study. These methodologies, especially relevant in the analysis of digital trends and the collection of expert opinions, are presented as innovative tools that students will be able to apply in future research.

Throughout the course, students will strengthen their skills in data analysis and scientific writing, essential skills for the production of rigorous and solid research that not only contributes to the generation of knowledge, but also responds to current industry challenges. The ability to communicate research results clearly and effectively is another aspect that is worked on thoroughly in the course, allowing students to prepare to contribute to the academic and professional development of the sector.

Finally, it is worth highlighting that the course provides a solid foundation for those wishing to progress towards doctoral studies, by providing fundamental knowledge and

skills in applied research. Students who opt for this academic path will be prepared to develop research projects with a high degree of rigor, positioning themselves as future researchers and professionals who will drive innovation in the tourism sector.

LEARNING OUTCOMES

The learning process designed for this course allows students to achieve the following Subject Related Learning Outcomes:

M05C1- Understand the importance of market research and trend analysis for making strategic decisions.

M05C2- Identify relevant research problems in the tourism context to apply acquired theoretical and practical knowledge to propose appropriate solutions.

M05C3- Design applied research using appropriate methodologies and tools for data collection and analysis.

M05H4- Develop skills in identifying and analyzing the needs and preferences of different customer segments in the tourism, hospitality, and gastronomy sectors.

M05C5- Analyze results of applied research using statistical techniques and data analysis leading to relevant conclusions and recommendations.

M05H6- Develop research and scientific writing skills facilitating transition to a doctoral program.

M05H7- Interpret results of applied research using statistical techniques and data analysis to derive relevant conclusions and recommendations.

Likewise, these contribute to the achievement of the following Degree Learning Outcomes: *TC01, TC02, TH07. TS04, TS10, TS11.* They are all available for consultation in this link.

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ACADEMIC CONTENTS

1. Introduction to the research itinerary and project offering:
1.1 Presentation of the course itinerary and its objectives

1.2 Offer and selection of applied research projects within the framework of CETT.

2. Methodological bases of the research:
2.1 Fundamentals of research methodology in tourism.

2.2 Structure of a scientific investigation

3. Bibliographic search strategies

3.1 Techniques for identifying and selecting valuable literature in academic databases.

3.4 Criteria for evaluating the quality and relevance of sources within the framework of the literature review.

4. Treatment of scientific literature: formal aspects

4.1. Citation Standards and Styles for Academic Writing

4.3 Use of scientific literature in the Theoretical Framework

6. Quantitative research instruments and methodologies

6.1. Introduction to Techniques and Tools for Collecting Quantitative Data

6.2 Description of quantitative tools and their application.

6.3. Survey and Questionnaire Design

7. Quantitative data analysis I and II

7.1. Basic Techniques for Quantitative Data Analysis

7.2 Fundamental methods for the analysis and interpretation of quantitative data.

7.3. Application of Statistical Software for Data Processing and Analysis

8. Qualitative research instruments and methodologies

8.1. Qualitative data collection methods, such as interviews, focus groups and observation.

8.2. Delphi method for expert consensus in tourism studies

9. Qualitative data analysis:

9.1 Techniques for interpreting and coding qualitative data.

9.2 Software tools for qualitative data analysis.

9.3 Analysis of social media material (XXSS)

10. Discussion of results and conclusions of an investigation:

11. After the research: research and transfer projects:

12.1 Types of knowledge generation and transfer projects

12.2 UB Chair of Tourism, Hospitality and Gastronomy CETT: an applied research model for the improvement of the sector.

LEARNING METHODOLOGIES

The learning methodologies associated with this subject contemplate a wide variety of different actions in order to respond to the achievement of the associated learning outcomes, and which involve the development of different types of capacities related to the learning of processes and applicability of attitudes based on the following activities:

- Master classes
- Case studies
- Projects

ASSESSMENT SYSTEM

The evaluation system measures the student's learning process taking into account the learning outcomes and the content of each subject.

Students can choose between continuous assessment or single assessment:

Continuous Assessment : The teaching-learning process is assessed through continuous monitoring of the activities carried out by students during the semester and a final individual assessment. Students must attend at least 80% of classes to be assessed through continuous assessment.

Single Assessment : Students who cannot attend class regularly may choose to be assessed through the single assessment. The teaching-learning process is evaluated through the evaluation of all activities and a final individual test.

To take advantage of this modality, you must apply through the evaluation section of the Virtual Campus within the first 15 days from the start of the course.

The planning of the assessment activities will be public for students from the start date of the course.

Activities	Guy	Continued	Unique	Delivery week[1]
Activity 1. Research approach	Individual	20%	-	8th week
Activity 2. Qualitative data analysis	Individual	40%	40%	17th week
Activity 3. Analysis of quantitative data	Individual	40%	60%	21st week
Total		**100%**	**100%**	

In order to pass the course, it is essential to have obtained a minimum final grade of "5", provided that the student has completed the individual test/s or assignment/s established in the course. This test/s or final assignment/s must be graded with a minimum of "4" in order to calculate the average of all the assessment activities carried out during the course.

Review and Reassessment of the Subject

The student has the right to review all assessment evidence that has been designed to evaluate his or her learning.

If the student fails to achieve the learning objectives of the subject, in order to be eligible for a re-evaluation of the subject it is essential to have obtained a final grade of the subject between "4-4.9", and to have taken the individual final test/s of the course.

The re-evaluation process will only involve modification of the final grade record if the new assessment test is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the rest of the grades of the assessment activities that the student has carried out during the corresponding academic period, taking into account the percentages established in each subject, configuring the final grade for the subject.

REFERENCES

- Daniels, J 2017, 'A matter of opinion: the Delphi method in the social sciences' *SAGE Research Methods Cases* . https://doi.org/10.4135/9781526410603
- Davies, M.B. & Hughes, N. (2014). *Doing a successful research project: Using qualitative or quantitative methods* . Palgrave Macmillan.
- Hillman, W. & Radel, K. (2018). *Qualitative methods in tourism research. Theory and practice* . Channel View Publications

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[1]The delivery week is an estimate that is subject to changes that may arise as a result of possible modifications in the planning or circumstances of the study plan.

- Reguant -Álvarez, M. and Torrado-Fonseca, M. (2016). The Delphi method. REIRE, Revista d'Innovació i Recerca en Educació , 9 (1), 87-102. DOI: 10.1344/reire2016.9.1916