



| COURSE DESCRIPTION | | |
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| Course instructor | Celiane Camargo-Borges, Ph.D., Associate Professor, Breda University of Applied Sciences | |
| Name of the course | Team Performance and Creative Leadership | |
| Study programme | Master in Sustainable Outdoor Hospitality Management | |
| Status of the course | Compulsory | |
| Year of study | Year 1, Semester 1 | |
| ECTS credits and manner of instruction | ECTS credits | 2 |
| | Number of class hours (L+E+S) | 30 (15+0+15) |
| 1. Course objectives | | |
| <p>Tourism destination management demands that students understand a rather complex situation. Destinations are rich with interactions between tourism stakeholders in a physical destination environment, affected by people's genetic wiring, local culture, history, and all sorts of institutions. Research gives us a chance to grasp this complexity, influence it with new knowledge and perspectives, and make change happen.</p> <p>The purpose of this 2 ECTS course is for students to understand a variety of research approaches, especially research methodologies and learn to use them by practicing specific methods. Based on the philosophy of how knowledge is created, students will learn about a variety of quantitative and qualitative methods. In doing so, students will make research a daily practice with which students can handle complex issues from an investigative perspective.</p> | | |
| 2. Course enrolment requirements | | |
| None | | |
| 3. Expected learning outcomes | | |
| <p>In practical terms, at the end of this course, students are expected to:</p> <ol style="list-style-type: none"> 1. Recognize the value of research, specifically applied research, and its utility in daily practice 2. Understand and apply methodological approaches to research 3. Identify a relevant topic and search for its relevance for a particular population, outdoor hospitality and camping resort, or set of stakeholders 4. Formulate a problem statement and research questions based on destination management issues 5. Design a questionnaire for quantitative data collection 6. Analyse quantitative questionnaire data using linear modelling | | |



7. Understand, design and conduct interviewing as a resource for data collection as well as for interventions
8. Design interview questions
9. Develop an item list for interviews
10. Engage participants in a conversation
11. Collect data using interviews
12. Analyse qualitative data using a thematic analysis approach
13. Formulate solutions to contextual outdoor hospitality and camping resort management based on research findings
14. Structure and compose a useful professional research report

4. Course content

This sequence consists of lectures, workshops, supervision (contact hours) and an assignment.

Lectures

The lectures aim to introduce techniques and principles of research processes and methodology to students, where a strong emphasis will be on selecting techniques, assessing their relevance (both academically and applied) and critically discussing constraints during the utilisation of the technique in uncertain circumstances.

Workshops

In the workshops, data collection and analysis techniques will be practiced.

Assignment

Camping Resort managers need to comprehend what their resort is about, how complex it is, and how people relate there: staff, locals, tourists, corporate business, etc.

For many outdoor hospitality managers, the crucial thing is that tourists visit at all.

At 2021, building recovery and resilience for people, prosperity and planet is key and not easy. The UNWTO, is a United Nations specialized agency, a leading international organization in the field of tourism. The agency is active in the development of responsible tourism by connecting with the universal 2030 Agenda for sustainable development that comes together with the 17 Sustainable Development Goals (SDG's). The SDG wants to offer the world a new direction and tourism can play a significant role in delivering sustainable solutions for people and for the planet together.

In 2021: assignment will focus on **the tourist** and on how tourism could recover from the crisis generated by Covid-19 while at the same time addressing (contributing to) the Sustainable Development Goals?

To be prepared to start collecting data, students will frame some research questions that will guide their data collection. Students will start with the quantitative research, focusing on identifying some variables to further



address and cover in their topic. For that, a questionnaire will be designed together as a class and used to collect actual data from real tourists. Each student will collect 10 completed questionnaires. We will learn about some basic statistics and will continue with a qualitative approach to the topic by running in-depth interviews to investigate meanings, processes and stories. Students will learn how to formulate open questions and curious question in order inspire their participants to talk as openly and freely about what is important for them in the topic investigated. After the interview process, students will transcribe the interview word for word, and the analysis we use (thematic analysis) will help expand the understanding of the context in which tourism happens. The combination of a qualitative and quantitative research will enable students to provide original and practical recommendations.

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|---------------------------------|---|--|
| <i>5. Manner of instruction</i> | <input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork | <input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other Case study |
|---------------------------------|---|--|

6. Comments -

7. Student responsibilities

Independent work and group work, attend classes

8. Monitoring of student work^{5F¹}

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|------------------|---|-----------------------|--|---------------|---|-------------------|--|
| Class attendance | 1 | Class participation | | Seminar paper | | Experimental work | |
| Written exam | | Oral exam | | Essay | 1 | Research | |
| Project | | Continuous assessment | | Report | | Practical work | |
| Portfolio | | Case study | | | | | |

9. Assessment of learning outcomes in class and at the final exam (procedure and examples)

Final mark is based 100% on the individual assignment, which comprises an Introduction of the context and topic, problem statement together with research questions, methodology used, results, discussion, and recommendations. In case of a mark less than 5.5, it is possible to reset by revising (**showing changes students made using Track Changes in Word**) their assignment within two weeks using the feedback given.

10. Mandatory literature (at the time of submission of study programme proposal)

- [Teaming: How organizations learn, innovate, and compete in the knowledge economy](#), Amy C Edmondson, 2012, John Wiley & Sons

11. Optional/additional literature (at the time of submission of the study programme proposal)

A critical consideration of LEGO® SeriousPLAY® methodology for tourism studies, Tourism Geographies,

¹ IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



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June 2019, [Alison McIntosh](#), [Cheryl Cockburn-Wootten](#), Pages 162-184 , Published online: 07 Jun 2019.

12.Number of assigned reading copies in relation to the number of students currently attending the course

| Title | Number of copies | Number of students |
|---|------------------|--------------------|
| Teaming: How organizations learn, innovate, and compete in the knowledge economy , Amy C Edmondson, 2012, John Wiley & Sons | Available online | 30 |

13.Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences

The quality of the programme and the performance of the teaching process will be evaluated in accordance with the general act of Breda University of Applied Sciences and quality assessment procedure of Master of Sustainable Outdoor Hospitality Management.