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| **C**OURSE DESCRIPTION |
| **Course instructor**  | Lluís Coromina, Ph.D., Associate Professor, University of Girona |
| Name of the course | **Quantitative Research Methods** |
| Study programme  | **Master in Sustainable Outdoor Hospitality Resort Management** |
| Status of the course | Compulsory |
| Year of study | Year 2, Semester 3 |
| ECTS credits and manner of instruction | ECTS credits | 3 |
| Number of class hours (L+E+S) | 30 (15+0+15) |
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| *1. Course objectives* |
| Information sources. Information collection. Statistical techniques of analysis. |
| *2. Course enrolment requirements* |
| None. |
| *3. Expected learning outcomes* |
| * a comprehensive integration of theories in complex practical situations.
* integrate and synthesise evidence from a range of sources to support findings, proposed solutions and suggested interventions
* demonstrate confidence and competence in the use of information technologies, including working effectively in an online environment.
* conduct research into tourism issues, either individually or as part of a team.
* prepare and present academic and professional reports.
* demonstrate self-direction and originality in assessing and solving problems by formulating, implementing, and reviewing personal research agendas.
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| *4. Course content*  |
| 1. Introduction to survey research methodology.2. Design stages and associated errors in Tourism research          2.1. Target populations, sampling frames, and coverage error           2.2. Nonresponse error in sample surveys and survey interviewing 3. Data collection methods in Tourism studies 4. Questionnaire design and evaluation of survey questions 5. Data Analysis 5.1. Sample design and sampling error           5.2. Confidence intervals and hypothesis tests           5.3. Quantitative analysis in Tourism studies  |
| *5. Manner of instruction*  | **[x]** lectures**[ ]**  seminars and workshops **[x]** exercises **[ ]**  distance learning**[ ]**  fieldwork | **[x]** individual assignments**[ ]**  multimedia and network **[ ]**  laboratories**[x]** mentorship**[ ]**  other Case study |
| *6. Comments* | **-** |
| *7. Student responsibilities*  |
| Independent work and group work, attend classes |
| *8. Monitoring of student work* |
| Class attendance | *1* | Class participation | *0,4* | Seminar paper |  | Experimental work |  |
| Written exam | *0,5* | Oral exam |  | Essay | *0,5* | Research |  |
| Project |  | Continuous assessment | *0,6* | Report |  | Practical work |  |
| Portfolio |  | Case study |  |  |  |  |  |
| *9. Assessment of learning outcomes in class and at the final exam (procedure and examples)* |
| The final mark will be computed as: -Quantitative data analysis in tourism: 30% -Questionnaire design: 20% -Evaluation activity: 30% -Oral presentation: 10% -Class participation: 10% A final (weighted) grade of 5 or more points over 10 is required to pass the subject. These weights are subject to the following requirements: - The delivery of the activities is compulsory. - The evaluation activity is compulsory. - The minimum required grade for the Evaluation activity and deliveries is 4.  |
| *10. Mandatory literature (at the time of submission of study programme proposal)*  |
| * Baggio, Rodolfo (2017). *Quantitative methods in tourism :* (2nd edition). Blue Ridge Summit, PA, USA: Channel View Publications.
* Blasius, Jörg (2012). *Assessing the quality of survey data*. London [etc.]: SAGE, a [https://www.dawsonera.com/abstract/9781446258729](https://www.udg.edu/en/estudia/Oferta-formativa/Oferta-dassignatures/https%3A/www.dawsonera.com/abstract/9781446258729)
* Brotherton, Bob (2015). *Researching hospitality and tourism* (2nd edition). Thousand Oaks, CA: SAGE Publications Ltd.
* Callegaro, Mario (2015). *Web survey methodology*. Los Angeles: SAGE.
* Couper, Mick P (2008). *Designing effective Web surveys*. New York: Cambridge University Press.
* Dillman, Don A (2009). *Internet, mail, and mixed-mode surveys :* (3rd ed.). Hoboken (N.J.): Wiley.
* Groves, Robert M (2009). *Survey methodology [Recurs electrònic]* (2nd ed.). Hoboken, N.J.: Wiley, a [https:/www.dawsonera.com/abstract/9781118627327](https://www.udg.edu/en/estudia/Oferta-formativa/Oferta-dassignatures/https%3A/www.dawsonera.com/abstract/9781118627327)
* Groves, Robert M (2004). *Survey methodology*. Hoboken: Wiley-Interscience.
* Fowler, Floyd J. (2014). *Survey research methods* (5th ed). Los Angeles: SAGE.
 |
| *11. Optional/additional literature (at the time of submission of the study programme proposal)*  |
| * Saris, Willem E (2007). *Design, evaluation, and analysis of questionnaires for survey research*. Hoboken, N.J.: Wiley-Interscience.
 |
| *12. Number of assigned reading copies in relation to the number of students currently attending the course*  |
| *Title* | *Number of copies* | *Number of students* |
| * Baggio, Rodolfo (2017). *Quantitative methods in tourism :* (2nd edition). Blue Ridge Summit, PA, USA: Channel View Publications.
 | *Available online* | *30* |
| * Blasius, Jörg (2012). *Assessing the quality of survey data*. London [etc.]: SAGE, a [https://www.dawsonera.com/abstract/9781446258729](https://www.udg.edu/en/estudia/Oferta-formativa/Oferta-dassignatures/https%3A/www.dawsonera.com/abstract/9781446258729)
 | *Available online* | *30* |
| * Brotherton, Bob (2015). *Researching hospitality and tourism* (2nd edition). Thousand Oaks, CA: SAGE Publications Ltd.
 | *Available online* | *30* |
| * Callegaro, Mario (2015). *Web survey methodology*. Los Angeles: SAGE.
 | *Available online* | *30* |
| * Couper, Mick P (2008). *Designing effective Web surveys*. New York: Cambridge University Press.
 | *Available online* | *30* |
| * Dillman, Don A (2009). *Internet, mail, and mixed-mode surveys :* (3rd ed.). Hoboken (N.J.): Wiley.
 | *Available online* | *30* |
| * Groves, Robert M (2009). *Survey methodology [Recurs electrònic]* (2nd ed.). Hoboken, N.J.: Wiley, a [https://www.dawsonera.com/abstract/9781118627327](https://www.udg.edu/en/estudia/Oferta-formativa/Oferta-dassignatures/https%3A/www.dawsonera.com/abstract/9781118627327%22%20%5Ct%20%22enlla%C3%A7)
 | *Available online* | *30* |
| * Groves, Robert M (2004). *Survey methodology*. Hoboken: Wiley-Interscience.
 | *Available online* | *30* |
| * Fowler, Floyd J. (2014). *Survey research methods* (5th ed). Los Angeles: SAGE.
 | *Available online* | *30* |
| * Saris, Willem E (2007). *Design, evaluation, and analysis of questionnaires for survey research*. Hoboken, N.J.: Wiley-Interscience.
 | *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 University of Girona and quality assessment procedure of Master of Sustainable Outdoor Hospitality Management. |