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| **RHM 2201 Research Methods** | **Course Title:** | |
| **Course Description:**  Student is exposed to the principles, steps of scientific research. Student is also given knowledge of the different research types and designs to give them a background and a foundation of how to carry out their own research | | |
| **Course objectives:**   * Acquire of knowledge on research and research process * Acquire skills on how to conduct tourism research, analyze and present the data * Acquire Knowledge and skills to write a research proposal and report | | |
| **Course Outline:**   * Principles of research – research and the state of knowledge * The research process; conceptualization of the research problem, formulating objectives, questions, hypotheses * Research types and designs (descriptive studies, analytical studies, experimental research, forecasting studies, etc) * Sampling and sample designing * Principles of literature review * Data collection instruments and techniques * Data handling, processing and analysis (record forms, coding, basic parametric and non-parametric forms of data analysis, testing hypotheses, etc) * Reporting research results (writing a report and types of research reports, verbal presentations, etc) * Computer application in tourism research * Tourism research and potential tourism research opportunities and areas * Ethics in research | | |
| **Learning Outcomes:**   * Knowledge on research and research process * Skills to conduct tourism research. * Skills to analyze and interpret tourism research data. * Skills to write a high quality research proposal and report | | |
| **Method of Teaching/Delivery:**  Lecture Hours – 45  Practical Hours – 15  Tutorial Hours – 15 | | **Mode of Assessment:**   * Course Work * Practical * Final written Exam |
| **Reading/Reference Materials:**   * Flower dew R and Martin D (Ed.) (2005) Methods in Human Geography: A guide for students doing research. Prentice hall * Gayle J (2004) Tourism research. John Wiley and Sons Ltd * Gregory S (1987) Statistical methods and the Geographer. Longman * Kumar R (2005) Research Methodology. Sage publications * Maguire D (1993) Computers in Geography. Longman * Matter D (1994) Computer applications in Geography. Wiley Ltd * Miles M (1994) Qualitative Data Analysis. Sage Publications | | |