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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
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| **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
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| **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
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| **Method of Teaching/Delivery:**Lecture Hours – 45Practical Hours – 15Tutorial Hours – 15 | **Mode of Assessment:*** Course Work
* Practical
* Final written Exam
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| **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
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