

**Información del Plan Docente**

<b>Academic Year</b>	2018/19
<b>Subject</b>	29119 - Social Research: Techniques
<b>Faculty / School</b>	177 - Escuela Universitaria de Turismo
<b>Degree</b>	445 - Degree in Tourism
<b>ECTS</b>	6.0
<b>Year</b>	2
<b>Semester</b>	Half-yearly
<b>Subject Type</b>	Compulsory
<b>Module</b>	---

**1.General information****1.1.Aims of the course****1.2.Context and importance of this course in the degree****1.3.Recommendations to take this course****2.Learning goals****2.1.Competences****2.2.Learning goals****2.3.Importance of learning goals****3.Assessment (1st and 2nd call)****3.1.Assessment tasks (description of tasks, marking system and assessment criteria)****4.Methodology, learning tasks, syllabus and resources****4.1.Methodological overview**

The learning process that is designed for this subject is based on the following methodology:

- Participatory lectures - Class
- Individual and group activities
- Expert Talks
- Analysis of scientific articles
- Practical assignments
- Case studies
- Exam

**4.2.Learning tasks**

The program that is offered to help the student to achieve the expected results includes the following activities;

## 29119 - Social Research: Techniques

- Lectures, discussions - (CE7) (CE11) (CE16) (CE25)
- Small group tutoring (ALL)
- Individual tutoring (ALL)
- Case studies (EC 31) (CT2) (CT4) (CT11)
- Document Analysis - (CE10) (CT11)
- Study (ALL)
- Objective individual test (ALL)

### 4.3.Syllabus

UNIT 1: Scientific knowledge in social sciences. Introduction to tourism as an object of social research 1.1. Scientific knowledge 1.2. The scientific method in the Social Sciences 1.3. Tourism: object of social research 1.4. Particularities of social research in tourism

1.5. The process of social research UNIT 2: The design of social research. The development of a research project 2.1. The design of social research 2.2. Types of basic designs 2.3. Types of studies 2.4. The preparation of the research project UNIT 3: Techniques of quantitative and qualitative social research 3.1. Fundamentals and applications of quantitative approach 3.2. Fundamentals and applications of qualitative approach 3.3. Quantitative analysis 3.4. Qualitative analysis

UNIT 4: Preliminary basic operations

UNIT 5: Quantitative approach 4.1. The sample. Types of sampling and application 4.2. Process of research by survey 4.3. The questionnaire UNIT 6: Qualitative approach 6.1. Observation practices 6.2. In depth interview 6.3. The discussion group UNIT 7: The research report 7.1. Report types and formats 7.2. Structure and basic contents for the preparation of the report 7.3. The reporting

### 4.4.Course planning and calendar

**Schedule sessions and presentation of works Calendar** The specific timetable will be established by the professor at the beginning of the course both in classes and in the moodle platform. In general the program will follow the following schedule:

- February-May: Lecturing of theoretical content in class
- February-May: Conducting research project in phases ( 5 phases at 3 weeks each )
- June: Delivery of final project (evaluation of practical content ) and evaluation of theoretical contents

### 4.5.Bibliography and recommended resources

[BB: Bibliografía básica / BC: Bibliografía complementaria]