

Office of Graduate Studies

HOME ABOUT DEGREE PROGRAMS STUDENTS ACADEMICS FUNDING RESEARCH FACULTY & STAFF POSTDOCTORAL OFFICE

[Apply to USF Now](#) | [Graduate Admissions](#) | [Events & Workshops](#) | [Giving to the Office of Graduate Studies](#)

Graduate Course Proposal Form Submission Detail - **HMG6586**

Edit function not enabled for this course.

Current Status: [SCNS Liaison Notified of Graduate Council Approval - 2016-02-26](#)

Campus: [Sarasota](#)

Submission Type: [Change](#)

Course Change Information (for course changes only): [Change title to: Research Methods & Statistics for Hospitality Change](#)
[abbreviated title to: Hospitality Research & Stats Change](#) [course description to: The objective of this course is to learn development of hospitality research projects and application of statistical data analysis tools.](#)

Comments: [Approved by USFSM 1/29/16. To USF Syst 2/26/16. Ready for SCNS March7 pending Syst Concurrence Clearance](#)

1. Department and Contact Information

<u>Tracking Number</u> 5371	<u>Date & Time Submitted</u> 2016-01-19	
<u>Department</u>	<u>College</u> HM	<u>Budget Account Number</u> 380600004
<u>Contact Person</u> Sarah Fayard	<u>Phone</u> 9413594619	<u>Email</u> sarahfayard@sar.usf.edu

2. Course Information

<u>Prefix</u> HMG	<u>Number</u> 6586	<u>Full Title</u> Research Methods for Hospitality & Tourism
----------------------	-----------------------	---

Is the course title variable?	N
Is a permit required for registration?	N
Are the credit hours variable?	N
Is this course repeatable?	
If repeatable, how many times?	0

<u>Credit Hours</u> 3	<u>Section Type</u> C - Class Lecture (Primarily)	<u>Grading Option</u> R - Regular
--------------------------	--	--------------------------------------

Abbreviated Title (30 characters maximum)
Research Methods for Hos

<u>Course Online?</u> C - Face-to-face (0% online)	<u>Percentage Online</u> 0
---	-------------------------------

Prerequisites

Corequisites

Course Description

The objective of this course is to learn development of hospitality research projects with respect to characteristics of the hospitality industry.

3. **Justification**

A. Please briefly explain why it is necessary and/or desirable to add this course.

Needed to compete with national trends

B. What is the need or demand for this course? (Indicate if this course is part of a required sequence in the major.) What other programs would this course service?

The proposed change will include statistical data analysis block in the research methods course. This change was supported by all faculty members of the CHTL. The logic of this change is to equip students with data analysis knowledge necessary for successful development of their proposals. This course is required for all Hospitality Master's students, however, a lack of statistical knowledge may prevent students from developing strong research in the hospitality area.

Also, currently graduate courses are offered on alternative calendar of 8 weeks. The college faculty agreed to include statistics/data analysis block in the research methods course, and offer this course over a 16-week period to allow for better understanding of the course material.

This is a required course for all Master's students. The statistics/data analysis component that is being added to the course fits in naturally, and will allow students to enhance their understanding of the research process, as well as to develop stronger research with appropriate data analysis techniques.

C. Has this course been offered as Selected Topics/Experimental Topics course? If yes, how many times?

No

D. What qualifications for training and/or experience are necessary to teach this course? (List minimum qualifications for the instructor.)

The qualification to teach this course is a doctorate degree with 18 graduate credit hours in the discipline.

4. **Other Course Information**

A. Objectives

1. Develop analytical and critical evaluation skills of published articles

2. Identify research problem

3. Develop research purpose and research question(s)

4. Find appropriate research methods to study the research question

5. Identify and apply appropriate data analysis techniques to answer

the research question(s)

6. Develop skills and techniques for writing a research paper.

B. Learning Outcomes

1. Demonstrate knowledge of independent and dependent variables.

2. Explain the difference between qualitative and quantitative

research methods, and different research designs

3. Formulate a research problem, research purpose, and research question.

4. Select and apply appropriate research designs for quantitative & qualitative research.

5. Select and apply appropriate data analysis techniques to answer research questions.

6. Write an academic paper in APA format.

7. Discuss research outcomes that add to a specific knowledge base and contribute to theory

C. Major Topics

1. Steps in developing and conducting academic research

2. Qualitative and Quantitative research methods

3. Statistical tools of data analysis

D. Textbooks

Texts: Altinay, L., & Paraskevas, A. (2008). Planning research in hospitality and tourism. Routledge. ISBN 978-0750681100

Materials: Statistical Package for Social Sciences (SPSS) software; academic articles

E. Course Readings, Online Resources, and Other Purchases

The following course schedule is subject to change. Please pay attention to updates delivered in class and on CANVAS.

Week Topic Assignments Due

1 Introduction, Course Overview

2 Introduction to Research Process

3 Reviewing Literature Quiz 1

4 Specifying a Purpose and Research Questions or Hypotheses Quiz 2

5 Sampling and Measurement Quiz 3

Progress 1: Areas of Interest

and Research Question

6 Methods of Data Collection Quiz 4

Article Critique 1

7 Survey Research and Scales Quiz 5

Progress 2: Proposed

Sampling and Measurement

8 Experimental Designs Quiz 6

Article Critique 2

9 Qualitative Research Designs Quiz 7

Article Critique 3

10 Exploring Data with Graphs, Probability Distributions

Quiz 8

DLE1

Article Critique 4

11 Statistical inference and Hypothesis Testing

Quiz 9

Progress 3: Proposed

Research Design

DLE2

12 Group Comparison: T-Test Quiz 10

DLE3

Article Critique 5

13 Group Comparison: Analysis of Variance

Quiz 11

DLE4

14 Regression Analysis Quiz 12

DLE5

15 Final Proposal Presentation Proposal Presentation

16 Final Research Proposal Final Proposal

F. Student Expectations/Requirements and Grading Policy

a. Quizzes (12 X 20 points)

b. Discussion Leader (1 X 40 points)

c. Article Critique (5 X 30 points)

d. Discovery Learning Exercises (5 X 20 points)

e. Research Paper Progress Assignments (3 X 40 points)

f. Term Project

- Presentation (1 X 50 points)

- Paper (1 X 100 points)

Total: 800 possible points

Letter Grade Percentage Range Verbal Evaluation

97 - 100% A+ Outstanding

94 - 96% A Excellent

90 - 93% A-

87 - 89% B+

84 - 86% B Good

80 - 83% B-

77 - 79% C+

74 - 76% C Satisfactory

70 - 73% C-

67 - 69% D+

64 - 66% D Marginal

60 - 63% D-

59 or below F Failure

G. Assignments, Exams and Tests

ASSIGNMENTS

A. Quizzes

There will be 12 quizzes to facilitate student knowledge acquisition throughout the semester. The quizzes will be completed at the beginning of each class and will cover the course material addressed in previous class meeting. Make-up quizzes are not allowed.

B. Discussion Leader

One or two students will be assigned as discussion leader(s) for each required research article. The goal of this exercise is to facilitate meaningful class discussions. The discussion leader should prepare a one page handout to the class with a brief article summary and a list of discussion questions. The discussion questions should focus on 1) the quality of conceptual model, 2) the methodology issues, 3) potential use and application of results.

C. Article Critique

To ensure that students are fully prepared for critical class discussions, each student is required to turn in an article critique for each required research article. Article critiques are meant to teach students how to critically analyze the research methodology and data analysis applied in a given paper. Your critique should be based on the knowledge you learned from the textbook and focused on the methodology and data analysis issues. Article critiques are exempted for papers that student is a discussion leader for.

D. Discovery Learning Exercises (DLEs)

Discovery Learning Exercises (DLE) are hands-on assignments to be completed during class or out-of-class. The DLEs present students with a real-life problem to be solved. For each DLE students will receive a question and a data set related to it. Students will be required to answer the question using the appropriate statistical tools. There will be 5 DLEs throughout the course of the semester.

E. Research Paper Progress Assignments

In preparation for the final research proposal, students will need to complete and present three progress assignments: one on formulating research questions, another one on proposed sampling and measurement, and the third one on proposed research design. Students will share and discuss their homework in class. The purpose of these research papers is to facilitate the completion of your final research proposal. You will be challenged by your classmates and you will be able to improve and modify your research methodology based on their comments and suggestions

F. Final Research Proposal and Presentation

This requirement provides you with an opportunity to develop a research proposal. The paper must end with some interesting issues or questions that need to be addressed by research and a general outline of what sort of research design might be able to address the question. In your paper, justify why the chosen method and design would be most appropriate for your research questions. The final proposal must include the following sections:

- Introduction: This section should provide an overview of the proposed research (Specific questions that the research purports to address and significance of the proposed research)
- Literature review: An overview of relevant concepts and principles, theories, and empirical studies
- Conceptual model, hypotheses and supporting rationale
- Research design, methodology, and proposed data analysis
- References

H. Attendance Policy

Course Attendance at First Class Meeting – Policy for Graduate Students: For structured courses, 6000 and above, the College/Campus Dean will set the first-day class attendance requirement. Check with the College for specific information. This policy is not applicable to courses in the following categories: Educational Outreach, Open University (TV), FEEDS Program, Community Experiential Learning (CEL), Cooperative Education Training, and courses that do not have regularly scheduled meeting days/times (such as, directed reading/research or study, individual research, thesis, dissertation, internship, practica, etc.). Students are responsible for dropping undesired courses in these categories by the 5th day of classes to avoid fee liability and academic penalty. (See USF Regulation – Registration - 4.0101,

<http://usfweb2.usf.edu/usfgc/ogc%20web/currentreg.htm>)

Attendance Policy for the Observance of Religious Days by Students: In accordance with Sections 1006.53 and 1001.74(10)(g) Florida Statutes and Board of Governors Regulation 6C-6.0115, the University of South Florida (University/USF) has established the following policy regarding religious observances:
(http://usfweb2.usf.edu/usfgc/gc_pp/acadaf/gc10-045.htm)

In the event of an emergency, it may be necessary for USF to suspend normal operations. During this time, USF may opt to continue delivery of instruction through methods that include but are not limited to: Blackboard, Elluminate, Skype, and email messaging and/or an alternate schedule. It's the responsibility of the student to monitor Blackboard site for each class for course specific communication, and the main USF, College, and department websites, emails, and MoBull messages for important general information.

Attendance is required for all class sessions.

I. Policy on Make-up Work

All make-up work will be issued in accordance with the University policies

<http://legacy.usfsm.edu/catalog/attendance/procedures-for-excused-absences-and-make-up-work/>

J. Program This Course Supports

This course supports the Master's program in Hospitality Management.

5. Course Concurrence Information

This course doesn't support any other programs.

- if you have questions about any of these fields, please contact chinescobb@grad.usf.edu or joe@grad.usf.edu.



Copyright © 2013, University of South Florida. All rights reserved.
4202 E. Fowler Avenue, ALN226, Tampa, FL 33620, USA
Phone: 813-974-2846, Fax: 813-974-5762

This website is maintained by [the Office of Graduate Studies](#).

[About This Site](#) • [Site Map](#) • [Contact USF](#)

[Contact the Office of Graduate Studies](#)

[USF Home](#)

[About USF](#)

[Academics](#)

[Admissions](#)

[Campus Life](#)

[Research](#)

[USF System](#)

[Administrative Units](#)

[Regulations & Policies](#)

[Human Resources](#)

[Emergency & Safety](#)

[Visit USF](#)

[USF Health](#)

[USF Athletics](#)

[USF Alumni](#)

[Support USF](#)

[USF Libraries](#)

[USF World](#)