

## **Unit 5: Research Methods for Hospitality and Tourism Managers (RMHTM)**

**Status: Optional**

**Number of Credits: 30**

**Lectures/seminars: 60 hours**

**Directed learning: 240 hours**

### **Unit descriptor**

The purpose of this module is to enable candidates to develop understanding and skills in research design, research methods and research presentation.

### **Learning outcomes**

On completion of the module, candidates will be able to:

- i) Critically evaluate a range of research methods that can be applied in a hospitality and tourism context.
- ii) Plan and implement a hospitality or tourism research project.

### **Indicative content**

- Ethics and research
- Research methods
- Research design
- Quantitative and qualitative data analysis techniques
- Evaluating and referencing sources
- Presenting research results
- Writing research projects