

## **Tárgytematika / Course Description**

### **Methodology of Advanced Tourism Research**

**AKNM\_SSTA154****Tárgyfelelős neve /****Teacher's name:** dr. Tóth Péter**Félév / Semester:** 2023/24/1**Beszámolási forma /****Assesment:** Folyamatos számonkérés**Tárgy heti óraszám /****Teaching hours(week):** 2/2/0**Tárgy féléves óraszám /****Teaching hours(sem.):** 0/0/0

### **OKTATÁS CÉLJA / AIM OF THE COURSE**

The main aim of the course is to familiarise students with the most important qualitative and quantitative techniques used in tourism and leisure research, the basic aspects of research design and management, timeframes and methodology, and to prepare them to conduct independent research. In addition to the presentation of the methodological elements, the practical application of theoretical knowledge will be acquired through project-based work during the exercises. In this context, the main Hungarian, EU and international secondary databases will be introduced and their use will be practised.

### **TANTÁRGY TARTALMA / DESCRIPTION**

1. Research design
2. Primary and secondary data
3. Databases, data sources, their access and use
4. Sampling procedures, techniques
5. Qualitative data collection methods: interview, focus group, panel research
6. Qualitative data collection methods: observation, participant observation, action research, field research
7. Quantitative data collection methods: impact studies, document analysis
8. Quantitative data collection methods: Survey methods, techniques
9. Geographic information tools
10. The possibilities of using Big Data
11. Data entry, data cleaning, data analysis
12. Indicators, indexes, creation, parameterization methods
13. Developing a research report
14. Presentation of results

### **SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD**

Each semester a certain topic is chosen. 5 practical assignment related to this topic will be given. One should prepare a presentation and an essay incorporating the results of the assignments at the end of the semester.

Attendance, especially during practical lessons, is compulsory.

## **Grades**

Presentation - 40%

Essay - 30%

5 assignments - 2% each - total 10%

2 tests - 10% each - total 20%

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### **KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL**

**Veal, Anthony James** (2017): *Research Methods for Leisure and Tourism* . Pearson Education Limited, UK.

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### **AJÁNLOTT IRODALOM / RECOMMENDED MATERIAL**

**Ritchie, Brent W. - Peter Burns, Catherine Palmer** (2005): *Tourism Research Methods - Integrating Theory with Practice*. CABI Publishing, UK.