

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 óraszáma / Tárgy féléves óraszáma /

Teaching hours(week): 2/2/0 Teaching hours(sem.): 0/0/0

OKTATÁS CÉLJA / AIM OF THE COURSE

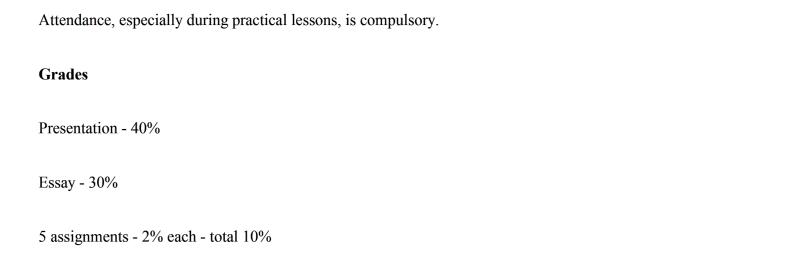
The main aim of the course is to familiarise students with the most important qualitative and quantitative techniques used in tourism and leisure research, the basic aspects of research design and management, timeframes and methodology, and to prepare them to conduct independent research. In addition 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 / ASSESMENT'S METHOD

Each semester a certain topic is chosen. 5 practical assginment 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.



2 tests - 10% each - total 20%

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

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

AJÁNLOTT IRODALOM / RECOMMENDED MATERIAL

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