



Unit title:	Advanced Research Methods for Tourism and Hospitality
OTHM ref:	7/Dip/THM/U6
Unit Guided Learning Hours:	200

Learning Outcomes

"A learner when awarded credit for this unit will... "

Assessment Criteria

"Assessment of this learning outcome will require a learner to demonstrate that they can... "

1 Be able to demonstrate a comprehensive understanding of research within tourism and hospitality research.

1.1 Explore the context of advanced research methods.
1.2 Critically evaluate the research process.
1.3 Critically assess the development of research in tourism and hospitality.

2 Be able to critically evaluate research philosophies and their application to tourism and hospitality research.

2.1 Critically evaluate a range of research philosophies.
2.2 Critically assess a range of sources of information to support and develop research.
2.3 Critically analyse the different approaches to research.

3 Be able to demonstrate an ability to plan the collection research based on a critical assessment of the research required.

3.1 Design appropriate research methods in tourism and hospitality.
3.2 Evaluate a range of information sources to make effective decisions around the collection of data.
3.3 Critically evaluate different approaches to data collection.

4 Be able to critically analyse a range of data to produce research outputs.

4.1 Critically evaluate a range of secondary data.
4.2 Critically evaluate complex sets of primary data.
4.3 Synthesise qualitative and quantitative data in a complex mixed method approach to research.

OTHM QCF Unit Form

<p>5 Be able to critically assess research projects and demonstrate an ability to develop independent research projects.</p>	<p>5.1 Critically evaluate issues of reliability and validity in data, and identify solutions.</p>
	<p>5.2 Develop and plan a research project appropriate for the level of study.</p>
	<p>5.3 Through a critical evaluation of the research need, produce an appropriate research proposal.</p>

Additional Information about the unit

Unit purpose and aim(s):	<p>The purpose of this unit is to examine and critique a range of research paradigms and research techniques, together with their application to tourism and hospitality research. The unit will provide students with the skills and knowledge required to identify and investigate problems and issues within tourism and hospitality and critically review appropriate research methods. This unit's aims are to:</p> <ul style="list-style-type: none"> - Enable students to demonstrate a comprehensive understanding of research within tourism and hospitality research - Enable students to critically evaluate research philosophies and their application to tourism research - Enable students to demonstrate an ability to plan the collection of research based on a critical assessment of the research required - Enable students to critically analyse a range of data to produce research outputs - Enable students to critically assess research projects and demonstrate an ability to develop independent research projects
Unit review date:	31.3.14
Details of the relationship between the unit and relevant national occupational standards (NOS):	<p>TT16 Analyse, evaluate and present tourism data TT21 Organise your work and personal development TT23 Obtain and analyse customer feedback</p>
Additional assessment requirements:	Written assignment
Additional grading requirements:	