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| **ABU_KKK_01-15.jpg** | **ECTS Course Description Form** |
| **PART I (Senate Approval)** |
| **Offering School**  | *Tourism Faculty* |
| **Offering Department** | *Tourism and Hotel Management* |
| **Program(s) Offered to** | *Tourism and Hotel Management* | *Area Elective* |
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|  |  |
| **Course Code**  | *TRM 482* |
| **Course Name** | *Marketing Research for Tourism* |
| **Language of Instruction** | *English* |
| **Type of Course** | *Lecture* |
| **Level of Course** | *Undergraduate* |
| **Hours per Week** | **Lecture: 3**  | **Laboratory:** | **Recitation:**  | **Practical:** | **Studio:**  | **Other:**  |
| **ECTS Credit** | *5* |
| **Grading Mode** | *Letter Grade* |
| **Pre-requisites** |  |
| **Co-requisites** |  |
| **Registration Restriction** |  |
| **Educational Objective** | *To enable the student to conduct and evaluate marketing research in the tourism industry* |
| **Course Description** | *This course will examine ways that research helps to solve practical industry problems in hospitality, recreation, sports, and tourism. Topics will include problem identification, the logic of research, research designs, information search strategies, questionnaire development, and statistical analysis. Written and oral communication skills, as well as the use of data analysis software, will be stressed.* |
| **Learning Outcomes**  | **LO1** | *Discuss the principles of the scientific method* |
| **LO2** | *Identify appropriate situations for the use of selected research methods and research designs* |
| **LO3** | *Evaluate the usefulness of published research by critiquing the methods used and interpreting the results* |
| **LO4** | *Describe basic research concepts such as sampling, hypotheses, review of literature, variables, validity, reliability, peer review, etc.* |
| **LO5** | *Apply basic techniques for analyzing and interpreting descriptive/inferential data* |
| **LO6** | *Conduct a research project appropriate to the undergraduate level* |
| **n..** |  |
| **PART II (Faculty Board Approval)** |
| **Basic Outcomes (University-wide)** | **No.** | **Program Outcomes** | **LO1** | **LO2** | **LO3** | **LO4** | **LO5** | **LO6** |
| **PO1** | **Ability** to communicate effectively and write and present a report in Turkish and English.  |  |  |  |  | *X* | *X* |
| **PO2** | **Ability** to work individually, and in intra-disciplinary and multi-disciplinary teams. |  | *X* | *X* | *X* |  |  |
| **PO3** | **Recognition** of the need for life-long learning and **ability** to access information, follow developments in science and technology, and continually reinvent oneself. | *X* | *X* | *X* |  |  |  |
| **PO4** | **Knowledge** of project management, risk management, innovation and change management, entrepreneurship, and sustainable development. |  |  |  | *X* | *X* |  |
| **PO5** | **Awareness** of sectors and **ability** to prepare a business plan. |  | *X* |  | *X* | *X* | *X* |
| **PO6** | **Understanding** of professional and ethical responsibility and **demonstrating** ethical behavior. | *X* |  | *X* |  | *X* | *X* |
| **Faculty Specific Outcomes** | **PO7** |  |  |  |  |  |  |  |
| **PO8** |  |  |  |  |  |  |  |
| **PO9** |  |  |  |  |  |  |  |
| **PO10** |  |  |  |  |  |  |  |
| **PO11** |  |  |  |  |  |  |  |
| **PO12** |  |  |  |  |  |  |  |
| **Discipline Specific Outcomes (program)** | **PO13** |  |  |  |  |  |  |  |
| **PO14** |  |  |  |  |  |  |  |
| **PO15** |  |  |  |  |  |  |  |
| **PO16** |  |  |  |  |  |  |  |
| **PO17** |  |  |  |  |  |  |  |
| **PO18** |  |  |  |  |  |  |  |
| **Specialization Specific Outcomes** | **PO N….** |  |  |  |  |  |  |  |
| **PART III (Department Board Approval)** |
| **Course Subjects, Contribution of Course Subjects to Learning Outcomes, and Methods for Assessing Learning of Course Subjects** | **Subjects** | **Week** |  | **LO1** | **LO2** | **LO3** | **LO4** | **LO5** | **LO6** |
| **S1** | 1 | Introduction to Marketing Research for Tourism | A2 | A1 |  |  |  |  |
| **S2** | 2 | Types of Research & Variables, Theoretical Framework, Hypotheses, Questions, Purpose |  | A1 | A1 | A1 |  |  |
| **S3** | 3,4 | Review of LiteratureWriting Literature Reviews |  |  | A3 |  |  |  |
| **S4** | 5 | Operationalization of VariablesValidity, Reliability and Measures of Performance, Experimental Design |  | A1 | A2 |  |  |  |
| **S5** | 6,7 | Questionnaire Building |  | A1 | A3 |  |  | A4 |
| **S6** | 9 | Data Coding and Entry |  |  |  | A2 | A1 | A4 |
| **S7** | 10 | Understanding Statistics |  |  |  | A2 |  |  |
| **S8** | 11 | Descriptive Statistics |  |  |  |  | A1 | A4 |
| **S9** | 12 | Presenting Tables and Figures |  |  | A1 | A2 | A1 | A4 |
| **S10** | 13 | Inferential Statistics |  |  |  |  | A1 | A4 |
| **S11** | 14 | Putting All the Project Parts Together |  |  |  |  |  | A4 |
| **Assessment Methods, Weight in Course Grade, Implementation and Make-Up Rules**  | **No.** | **Type** | **Weight** | **Implementation Rule** | **Make-Up Rule** |
| **A1** | **Individual Discussion, Class Participation, and Attendance** | *10%* | Students will be expected to actively participate in class discussion in person (this means more than simply attending class). | No make-up. |
| **A2** | **Exams** | *30%* | Two exams will be held: One at mid-term and the other during the final exam day. The exams will include cover the issues discussed in the assigned reading and class discussion. Students are expected to demonstrate knowledge of the language of research (definitions of terms), the concepts and procedures of research as well as familiarity with its application to tourism and hospitality management. | No make-up exam is allowed unless the student reports the inevitable event in advance and submit a legitimate document no later than one week after the event. |
| **A5** | **Report** | *15%* | Each team must conduct a search for relevant research based literature. The topic selected should coincide with your final research project. The area of interest will be determined when you select your partners and decide upon a final research project topic. Each team will write a review of the current literature – establishing the background for the research project. This will appear, in conjunction with your partner’s work, in your final project. | Points will be deduced for late submissions; late submission later than one week will not be accepted. |
| **A4** | **Research Project** | *45%* | a. Project proposal. The team will write a proposal for the project (3 – 5 pages).b. Survey critique. The team will evaluate a survey handed out in class.c. Presentation. Each research report will be presented to the class during the last two weeks of the semester and should last about 15 minutes.d. Draft Report. The draft written report will be a minimum of 15 pages (including tables and figures) and will summarize the results of the semester’s research effort.e. Final Report. The draft written report will graded/edited and then returned to the team so that they can improve the report. The final report will be handed in at the final exam. | Points will be deduced for the research paper late submissions no later than one week; there will be no make-up for presentation and final report. |
| **TOTAL** | **100%** |  |  |
| **Evidence of Achievement of Learning Outcomes** | Students will demonstrate learning outcomes through in-class activities, team project papers and presentations, and exams. |
| **Method for Determining Letter Grade** | Students will earn the points by your performance on the following:

|  |  |  |
| --- | --- | --- |
| Individual Discussion, Class Participation, and Attendance |  | 10 points |
| Exams | (2 x 15 points) | 30 points |
| Report |  | 15 points |
| Research Project |  | 45 points |
| Total |  | 100 points |

The instructor reserves the right to award bonus points to students that make excellent contribution to the success of this class. These points will be awarded to person who frequently engage in the class discussion and who frequently participates in class Q&A sessions.Grade will be determined by your total points earned under the criteria below:

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Total Points | 100 | 99.99-90 | 89.99-87 | 86.99-84 | 83.99-80 | 79.99-77 | 76.99-74 | 73.99-70 | 69.99-67 | 66.99-64 | 63.99-60 | 59.99-0 |
| Letter Grade | A+ | A | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| Value | 4.00 | 4.00 | 3.70 | 3.30 | 3.00 | 2.70 | 2.30 | 2.00 | 1.70 | 1.30 | 1.00 | 0.00 |

Final grades are not rounded (i.e., 79.90% = B-). The grade earned is the grade given. |
| **Teaching Methods, Student Work Load** | **No** | **Method** | **Explanation** | **Hours** |
| ***Time applied by instructor*** |
| **1** | **Lecture** | Lecturing and utilizing the text-book and the additional readings provided by the instructor. In class exams and presentations are included. | 7x3 = 21 |
| **2** | **Interactive Lecture** | Multiple analytic/writing in-class activities require much interactions among all class members.  | 8x3 = 24 |
| **3** | **Recitation** |  | 0 |
| **4** | **Laboratory** |  | 0 |
| **5** | **Practical** |  | 0 |
| **6** | **Field Work** |  | 0 |
| ***Time expected to be allocated by student*** |
| **7** | **Project** | Students are engaged in a team research project activity. | 1x35 = 35 |
| **8** | **Homework** | Background review consists of two steps. Each activity will be announced during the class hours and will be cumulatively part of the final research project. | 2x15 = 30 |
| **9** | **Pre-class Learning of Course Material**  | Students require to read the relevant chapters and academic papers before the class. | 10x2 = 20 |
| **10** | **Review of Course Material** | Students require to read the relevant chapters and academic papers after the class. | 10x2 = 20 |
| **11** | **Studio** |  | 0 |
| **12** | **Office Hour** | Each student requires to meet the instructor for their team project. | 2x1 = 2 |
| **TOTAL** | *152* |
| **IV. PART** |
| **Instructor** | **Name** |  |
| **E-mail** |  |
| **Phone Number** | *-* |
| **Office Number** | *0 242 245 02 84* |
| **Office Hours** | *TBA* |
| **Course Materials** | **Mandatory** | - Salkind, Neil J. (2007). *Statistics for people who (think they) hate statistics (6th ed.).* Sage Publications. ISBN: 9781506361161*- SPSS Statistics GradPack (Standard or Premium model).* |
| **Recommended** |  |
| **Other** | **Scholastic Honesty** |  |
| **Students with Disabilities** |  |
| **Safety Issues**  |  |
| **Flexibility** | The course outline is likely to change during the course of the term to reflect learning trends and needs in this course. It is your responsibility to follow class announcements. |