

<b>Study program: MAS Management in Tourism</b>			
<b>Course title: Quantitative and qualitative research methods in tourism</b>			
<b>Lecturers: Ivana Blešić, Sanja Kovačić</b>			
<b>Course status:</b> Mandatory (for both modules)			
<b>ECTS Credits:</b> 6			
<b>Prerequisites:</b> None			
<b>Course objective:</b> To acquire knowledge and skills related to scientific research methods and techniques and their application in tourism. The course provides fundamental knowledge of quantitative and qualitative methods applicable in this field.			
<b>Course outcomes:</b> Upon successful completion of the course, students will be able to: Demonstrate a systematic understanding of scientific research methodology and master quantitative and qualitative research methods and techniques; Show the ability to critically analyze, evaluate, and synthesize new and complex ideas; Efficiently use and evaluate information resources and apply appropriate methods to solve specific research tasks and problems; Independently conduct research, apply suitable methods for data collection and analysis, and write and present a scientific paper.			
<b>Course content:</b> <i>Theoretical Instruction:</i> Research approaches, strategies, and planning. Describing the research problem. Formulating hypotheses. Literature review (searching publications) and the process of creating the theoretical framework. Designing a survey questionnaire and setting up research. Measuring variables and their operationalization. Research methodology: quantitative, qualitative, and mixed methods (selection of research methods, determining the population and sample, data collection, data processing, data analysis, hypothesis testing, conducting discussions, and presenting conclusions). Methods covered include: processing questionnaires using SPSS statistical software, Delphi method, focus groups, interviews, tourism impact evaluation, etc. <i>Practical Instruction:</i> Data analysis in SPSS software (IPA analysis, GAP analysis, factor analysis, multiple regression, etc.)			
<b>Recommended literature</b>			
<b>Primary literature:</b>			
1. Veal, A. J. (2017). <i>Research methods for leisure and tourism</i> . Pearson UK.			
2. Sirakaya-Turk, E. (Ed.). (2011). <i>Research methods for leisure, recreation and tourism</i> . CABI.			
<b>Additional literature:</b>			
3. Vujičić, M. D., Stankov, U., Pavluković, V., Štajner-Papuga, I., Kovačić, S., Čikić, J., ... & Zelenović Vasiljević, T. (2023). Prepare for Impact! A Methodological Approach for Comprehensive Impact Evaluation of European Capital of Culture: The Case of Novi Sad 2022. <i>Social Indicators Research</i> , 165(2), 715-736.			
<b>Number of teaching hours:</b> 8			
<b>Theoretical instruction:</b> 3		<b>Practical instruction:</b> 3+1+1	
<b>Teaching methods:</b> The course is delivered through lectures and practical sessions. Lectures include discussions to enable interactivity. Through SPSS data processing, students learn to think critically and present selected scientific research methods by analyzing specific research problems. During the course, the application of scientific research methods in leading academic journals will be presented.			
<b>Assessment (maximum: 100 points)</b>			
<b>Pre-exam obligations</b>	<b>Points</b>	<b>Final exam</b>	<b>Points</b>
Class participation	5	Written exam	/
Practical work	5	Oral exam	45

Midterm exams	40		
Seminar paper	5		