

TP0069: METHODS OF SOCIAL RESEARCH IN TOURISM

COURSE OUTLINE

GENERAL

SCHOOL	INTER-DEPARTMENTAL SCHOOL		
ACADEMIC UNIT	INTER-DEPARTMENTAL PROGRAMME		
LEVEL OF STUDIES	POSTGRADUATE STUDY PROGRAM		
COURSE CODE	TP0069	SEMESTER	A'
COURSE TITLE	METHODS OF SOCIAL RESEARCH IN TOURISM		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
LECTURES	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	GENERAL BACKGROUND		
PREREQUISITE COURSES:	NONE		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES		

COURSE WEBSITE (URL) <https://tourism-pms.aegean.gr/index.php/spoudes/mathimata>

LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

Upon completion of the learning process the graduate student will be able to understand:

- the basic principles of the Social Sciences methodology in the sector of Tourism
- the methods of planning a survey
- the basic data collection techniques
- the basic data analysis methods and their application to real market data
- the applying of the analysis methods through the SPSS statistical package

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>
	<i>Respect for difference and multiculturalism</i>
<i>Adapting to new situations</i>	<i>Respect for the natural environment</i>
<i>Decision-making</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>

<i>Working independently</i>	<i>Criticism and self-criticism</i>
<i>Team work</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an international environment</i>
<i>Working in an interdisciplinary environment</i>	<i>Others...</i>

<i>Production of new research ideas</i>	
<ul style="list-style-type: none"> • Search for, analysis and synthesis of data and information, with the use of the necessary technology • Decision-making • Working in an interdisciplinary environment • Production of new research ideas • Production of free, creative and inductive thinking 	

SYLLABUS

<ul style="list-style-type: none"> • Introduction to the methodology of the Social Sciences in Tourism • Research process • Qualitative social research • Quantitative social research • Sampling • Data analysis • Statistical data analysis methods using SPSS

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-Face Synchronous Distance Learning using New Technologies	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Use of ICT in teaching (PowerPoint presentations delivered over BBB, a web-based synchronous-learning platform) Communication with students on the Moodle platform and by email PowerPoint slides and related learning material are uploaded on the Moodle platform to facilitate the learning process. Using the SPSS statistical program.	
TEACHING METHODS	<i>The manner and methods of teaching are described in detail.</i>	Activity
<i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i>		Semester workload
		39
		51
		60
		150
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i>	The evaluation of the course is based on: a) individual or group project (70%) and b) participation in the final written exam (30%).	

<p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>Students are assessed in Greek.</p>
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ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

- Angelis V., & Dimaki K., (2011). *Statistics*, Vol. A, Ed. Sofia, Thessaloniki.
- Angelis, B., (2004), *Statistics B* '. University Notes, Chios.
- Aczel, A. D. and Sounderpandian, J., (2001). *Complete Business Statistics*, McGraw – Hill & Irwin.
- Adler & Clark., (2018). *Social Research. A Guide to Methods and Techniques*, Tziola Publications, Thessaloniki
- Berenson, M. L., Levine, D. M. and Krehbiel, D. C., (2002). *Basic Business Statistics. Concepts and Applications*, Prentice – Hall Inc. New Jersey.
- Chalikias, I., (2017), *Statistical Methods of Analysis for Business Decisions*, Ed. Rosili, Athens.
- Chalikias, M., (2016). *Research methodology and introduction to Statistical Analysis of Data with IBM SPSS STATISTICS*, Greek Academic Electronic Textbooks and Aids - "Kallipos" Repository, Athens. (e-book)
- Downing, D., Clark, J., (2010). *Business Statistics*, Kleidarithmos EPE, Athens.
- Dimitriadis, E., (2016). *Business Statistics with Applications in SPSS and Lisrel*, Critical Publications, Athens.
- Field, A., (2015). *Investigation of Statistics with the use of IBM's SPSS*, Propompos Publications, Kimeris K. Th., Athens.

- Filias, B., (1996). *Introduction to Methodology and Techniques of Social Research*, Guttenberg: Athens.
- Gardellis, X., (2013). *Data Analysis with IBM SPSS Statistis 21*, Papazisis Publications, Athens.
- Ioannidis, D.A., (2001). *Statistical Methods*, Volume I, Issy Publishing, Thessaloniki.
- Iosifides, Th., (2017). *Qualitative Research Methods and Epistemology of the Social Sciences*, Tziola Publications, Thessaloniki.
- Javeau, C., (1996). *Questionnaire Research*, Typothito Publishing, Athens.
- Kalamatianou, A., (2003). *Social Statistics*, Papazisis Publications, Athens.
- Kyriazis, N., (1998). *Sociological Research*, Hellenic Scientific Publications, Athens.
- Levine, D.M., Berenson, M.L. and Stephan, D., (1999), *Statistics for Managers*, Prentice-Hall Inc. New Jersey.
- Loukas, S. B., (2003), *Statistics*, kritiki Publications.
- Nova-Kaltsounis, Ch., (2006), *Methodology of empirical research in the social sciences*, G. Dardanos - K. Dardanos Publications, Athens.
- Zacharopoulou, X., (1998-2009), *Statistics: Methods - Applications*, Thessaloniki.

- *Related academic journals:*

- Annals of Statistics
- Tourismos
- Journal of Business and Economic Statistics
- Anatolia
- Annals of Tourism Research
- Tourism Management
- Tourism Economics
- Review of Economics and Statistics