Syllabus
TSTD 6270.10 Tourism/Hospitality Management Research
Spring 2016
Room 222 Funger
Thursdays, 7:10 p.m. - 9:40 p.m.

Instructor
Dr. Philippe Duverger
Adjunct Professor at GWU
Director of the Master of Science in Marketing Intelligence and
Associate Professor of Marketing at Towson University

Office hours: by appointment via email
Email: pduverger@gwu.edu

Teaching Assistant: TBD

Course Description
Survey research methods and qualitative research methods and their applications to tourism
and hospitality management

Objectives
The student who successfully completes this course will be able to:

1. Develop a proper research design to address a particular management problem;
2. Conduct qualitative research such as focus group, content analysis, literature review;
3. Develop a sample survey plan to gather data useful to managing a tourism-related
   organization that acknowledges client needs and ethical considerations;
4. Conduct a survey of a probability sample of a population, analyze resulting data and present
   results;
5. Develop reports on a sample survey through a group process;
6. Apply ethical principles to the conduct and reporting of survey research;
7. Deliver an effective oral informational presentation to an audience;
8. Understand the cutting edge research methods used in the presence of Big Data.

Required Texts

ON BLACKBOARD SITE: D. C. Frechtling (2010), Tourism Sample Surveys: Planning,
   Design, Conduct and Processing.

Other materials may be assigned for reading as well: see Blackboard course site for these assignments

Requirements
1. Weekly reading assignments (see this course site for additional readings for each class)
2. As part of a team of 3-4 students, you will plan and conduct a sample survey of a tourism population for an organization. The final result will be an oral report in class and a written report (see Tourism Sample Survey Project for details). Your team and organization choices are due in class January 28. The final report on your project must be posted at the Blackboard site by 11:59 p.m. on April 21. Your grade for any assignment will be reduced by 10 percent for each day or part of a day it is late.

3. Teams make 2 oral reports on their survey projects, one during each of the sets of dates shown below.

4. Final exam is scheduled for the date below and will cover all topics discussed in class; bring a dark blue or black pen and a "blue book", as well as a dictionary if you wish, but no other materials.

5. Each student is expected to contribute to class discussions in a constructive manner.

**Method of Evaluation**
Oral report 25%
Written 35%
Final Exam 25%
Class contributions 15%
Total 100%

**Final Weighted Points**
92 - 100 = A
90 - 91 = A-
88 - 89 = B+
82 - 87 = B
80 - 81 = B-
78 - 79 = C+
72 - 77 = C
70 - 71 = C-
below 70 = F
### Schedule of Classes (note that the order of topics may change contingent upon guest lecturer availability)

<table>
<thead>
<tr>
<th>Days</th>
<th>Topics</th>
<th>Readings</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 14 -</td>
<td>Introduction, expectations.</td>
<td>Syllabus</td>
<td></td>
</tr>
<tr>
<td>online</td>
<td>Research Framework, type of research, design: ONLINE</td>
<td>Blackboard Video/Slides</td>
<td></td>
</tr>
<tr>
<td>January 21 -</td>
<td>Research Framework, type of research, design: ONLINE</td>
<td>Blackboard Video/Slides</td>
<td></td>
</tr>
<tr>
<td>online</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>January 28</td>
<td>Guest Speakers: Chris Seek, President/CEO Solimar and Courtney Cacatian, Marketing Manager, Arlington Convention and Visitor Service</td>
<td></td>
<td>Client identified Group members (3 to 4)</td>
</tr>
<tr>
<td>February 4</td>
<td>Qualitative Research, focus group, depth interview, cases</td>
<td>Blackboard</td>
<td></td>
</tr>
<tr>
<td>February 11</td>
<td>Quantitative Research:</td>
<td>Blackboard</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Survey research, design, sampling, analysis, reporting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>February 18</td>
<td>Quantitative Research:</td>
<td>Blackboard</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Survey research, design, sampling, analysis, reporting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>February 25</td>
<td>Quantitative Research:</td>
<td>Blackboard</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Survey research, design, sampling, analysis, reporting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>March 3</td>
<td>Quantitative Research:</td>
<td>Blackboard</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Survey research, design, sampling, analysis, reporting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>March 10</td>
<td>• First Group Oral Report</td>
<td>See Format on Bb</td>
<td>Oral Report (5 minutes)</td>
</tr>
<tr>
<td>Date</td>
<td>Event</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-----------</td>
<td>----------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>March 17</td>
<td>Spring Break</td>
<td></td>
<td></td>
</tr>
<tr>
<td>March 24</td>
<td>Guest Speakers:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Kannan Sankaran, PKF</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Jarvie Faulkner Mageau, TIA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>March 31</td>
<td>• Market Analysis, Marketing Sizing methods</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Econometrics methods, forecasting, panel data</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Blackboard</td>
<td></td>
<td></td>
</tr>
<tr>
<td>April 7</td>
<td>• Big Data, sentiment analysis, reputation management</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Presentation, visualization</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Blackboard</td>
<td></td>
<td></td>
</tr>
<tr>
<td>April 14</td>
<td>Group Project presentations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>April 21</td>
<td>Group Project presentations</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Projects Due on Bb</td>
<td></td>
<td></td>
</tr>
<tr>
<td>April 28 - Reading</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 5th - Exam</td>
<td>Final Exam</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Bibliography**


**Academic Integrity**
This course will abide by the George Washington University *Code of Academic Integrity*.
The *Code* is available on the GW website at http://www.gwu.edu/~ntegrity/code.html Note carefully the definitions of "cheating" and "plagiarism" under this *Code*. A case of academic dishonesty in this course will lead to an "F" on the assignment in question at a minimum, and may lead to failure of the course. In this course, you must collaborate on the team project (oral presentation and final written report), but the Final Exam should be an individual effort. Please accord your Instructor and your fellow students due respect and abide by the *Code*.

**Note Carefully**
If it appears that snow, ice or extreme cold might affect the University class schedule, call (202) 994-5050 for a taped message about whether classes are canceled or not, or click on the "Campus Advisories" website http://CampusAdvisories.gwu.edu