

LEI4880: RESEARCH METHODS IN THEM

Department of Tourism, Hospitality & Event Management
College of Health & Human Performance; University of Florida

INSTRUCTOR

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DEPARTMENT CHAIR

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COURSE HOURS AND LOCATION

FLG 230 Mon, Wed, Fri (8:30 – 9:20 am)

COURSE DESCRIPTION

This course lays out the foundations for conducting research in the business world. That includes stating a problem, reviewing relevant literature to identify the current state of knowledge pertaining to the issue, selecting an appropriate research design and developing a sound research plan, planning the study with ethical considerations in mind, collecting data, analyzing data, and writing a report/presenting the study results. The course largely concentrates on quantitative study designs, although qualitative approaches are also covered.

COURSE DELIVERY

Face-to-face, with occasional Zoom sessions. Quizzes, homework, and exams are submitted online via Canvas. Students take exams (but not regular quizzes!) using the Honorlock tool; requirements are listed below. The instructor does not provide recordings of the lectures, but PowerPoint presentations of the lectures and other materials used in class are available.

COURSE OBJECTIVES

- Apply the scientific method to answer questions of theoretical or practical significance.
- Conduct a study using the scientific method, both in theory and in practice.
- Make use of ethical guidelines to conduct a research study.
- Demonstrate comprehension and knowledge of various research designs covered in the course through quizzes, individual homework assignments, and the term project.

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- Formulate research questions, state hypotheses, select an appropriate method, create a research instrument, collect data, and do basic analyses, as well as report and interpret the results.
- Design and carry out a small-scale research project in tourism, hospitality, leisure, park management, sport management, and related fields. The project will include a problem statement, search for related literature on the topic of interest and available statistical data, selection of an appropriate research method, formulation of hypotheses and/or expected outcomes, data collection, and analysis.
- Demonstrate oral and written skills in presenting the results of a research project.

TEXTBOOKS AND MATERIALS

Required

- ***Doing Research in the Business World*** by David Gray.
The second edition of this text is available via the **UF All Access** program at:
 - Doing Research in the Business World 2E
 - Url: <https://www.bsd.ufl.edu/allaccess>

We will also include chapters from

- ***Research Design: Qualitative, Quantitative, and Mixed Methods*** by John W.
- ***Creswell, Statistics: a Tool for Social Scientists*** by J. Healey
- As well as sections/passages from research papers/publications.

Optional/elective reading

- ***Exploring Research (any edition)*** by Neil J. Salkind

ASSIGNMENTS AND EVALUATION

There are quizzes and homework associated with the course content and textbook readings. There are two exams: Exam 1 and Exam 2. The total grade G (0-100%) will be a weighted mean of the grades in the following categories:

- Student Projects (20%)
- Quizzes (20%)
- Exams (30%)
- Homework (20%)
- Participation and Attendance (10%)

The final percentage points are translated into the letter grades as follows:

<i>Letter Grade</i>	<i>Percentage</i>	<i>Letter Grade</i>	<i>Percentage</i>
A	> 93.0%	C	73.0% - 76.9%
A-	90.0% - 92.9%	C-	70.0% - 72.9%
B+	87% - 89.9%	D+	67.0% - 69.9%
B	83.0% - 86.9%	D	63.0% - 69.9%
B-	80.0% - 82.9%	D-	60.0% - 62.9%
C+	77% - 79.9%	E	< 60.0%

If you notice a scoring error, notify the instructor within one week that a scoring error has been made. No issues regarding scoring will be reviewed beyond this period or after midnight on the last day of the examination week, whichever comes first.

Students who do not submit the Term Project receive the grade of Incomplete for the course.

For UF grading policies, see

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Assessments

Quizzes: will be closed book, administered through Canvas, and proctored by Honorlock. A 100% grade will require full answers to all questions; a returned blank answer will be evaluated as 0%.

Exams: will be closed book, administered through Canvas, and proctored by Honorlock. A 100% grade will require full answers to all questions; a returned blank answer will be evaluated as 0%.

The time limit for Exam 1 is 50 minutes, and Exam 2 is 100 minutes.

Assignments

All assignments (excluding Term Project) must be submitted as an assignment through the course Canvas page. The only acceptable submission formats are **Word (.docx, .doc) or PDF file**. Any submissions in other formats will result in a score of 0. A 100% grade will require full answers to all questions; no returned assignment or a returned blank answer will be evaluated as 0%, and reasonable progress toward answering the questions will be evaluated somewhere in between.

Homework: Homework is set as a quiz-type assignment in Canvas; however, they are not timed, and before the time it is due, you can make as many attempts as you want.

Project

Students will be assigned into groups of approximately 4-5 people, depending on enrollment, to research a question of their choice. Each group will prepare a 15-20-minute video presentation. Details are published in the Term Project assignment area of Canvas. The projects will be evaluated as follows:

- - 75% of points assigned by the instructor equally to each participant of the group based on the quality of their report;
- - 25% of points anonymously distributed by each student to other members of their group based on their input to the overall product.

CLASS POLICIES

If you are not able to make it to the class

Always contact your instructor through Canvas if you are going to miss a class or are unable to return an assignment in time.

Late assignment submission or skipping a quiz

Closely follow the course logistics with respect to submission of your work. All assignments are due prior to their end date or submission deadline in Canvas.

Technical problems are not considered valid reasons for missing deadlines; they need to be proactively managed; do not wait until the last minute. Late submission is allowed only for the Term Project, with 15% grade reduction.

No make-up assignments or quizzes will be allowed except as required by the University Policies. Note that a minor sickness or a short travel will not be considered an excuse for not submitting assignments. An example of an allowed missed assignment is a student athlete's game travel, as requested by his/her trainer's email. **Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:** <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

Course Communication

Via Canvas mail. Your message will directly follow to the instructor's UF e-mail box. Using the instructor's personal e-mail creates issues with keeping the course records straight. Use Canvas mail for questions related to the course content or of a personal nature, such as grades, special circumstances, and needed accommodations. For technical issues, please see the "Getting Help" section below.

Expect a response within 24 hours, not including weekends and holidays. All online correspondence must have your full name in the message body and contain your course and section number in the subject line.

If you have a question not specific to you, consult the Help Forums. It's likely that others have the same questions. Feel free to answer questions posted by your peers.

Getting Help

If you encounter a technical issue, please contact UF Computing Help Desk at <http://helpdesk.ufl.edu>. **Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from the UF Computing Help Desk when the problem was reported to them.** The ticket number will document the time and date of the problem. You **MUST** message your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Food

Water in bottles and spill-proof cups is allowed by the class policies but may be prohibited in a specific room; food is not allowed.

Special accommodations

Students requesting special classroom accommodations must first register with the Dean of Students Office. Also, please let the instructor know your needs ASAP.

Miscellanea

1. Please switch off the sound on your phones and refrain from using the Internet, playing games, reading books, and other activities unless it is directly related to the course.
2. Unless an urgent business requires my attention, I will be available for questions **after** the lecture hours. For more complex questions that require substantial time please secure an appointment by sending in an email.
3. Students are expected to provide feedback on the quality of instruction in this course by completing **online evaluations at <https://evaluations.ufl.edu>**. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

FINE PRINT

Group work and academic honesty

The plagiarism and other violations of academic honesty will be punished with a 0% grade for the assignment; the offender will be reported to the head of the department and/or graduate school for possible actions. The UF defines plagiarism in the following way (<https://www.dso.ufl.edu/secr/process/student-conduct-honor-code/>):

“(a) Plagiarism. A student shall not represent as the student’s own work all or any portion of the work of another. Plagiarism includes but is not limited to:

1. *Quoting oral or written materials, including but not limited to those found on the Internet, whether published or unpublished, without proper attribution.*
2. *Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authored by the student.”*

Further, each student is expected to abide by the Honor Code: “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity” (<https://www.dso.ufl.edu/secr/process/student-conduct-honor-code/>). Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. Please refer to the abovementioned Honor Code for a complete explanation of the University of Florida Academic Honesty Policy.

CAMPUS RESOURCES

Health and Wellness

U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575.

University Police Department, 392-1111 (or 9-1-1 for emergencies). <http://www.police.ufl.edu/>

Sexual Assault Recovery Services (SARS): Student Health Care Center, 392-1161.

Disability resource center: <https://drc.dso.ufl.edu>, 392-8565, accessUF@ufsa.ufl.edu

Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu.

<https://lss.at.ufl.edu/help.shtml>

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. <http://www.crc.ufl.edu/>

Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring.

<http://teachingcenter.ufl.edu/>

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers.

<http://writing.ufl.edu/writing-studio/>

Student Complaints Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf; On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaint-process>

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Appendix. Course schedule (subject to change).

Week	Date	Module	Topic	Activity	Reading	Assignmen	Notes	NOTE: this is a tentative schedule. Subject to change!
1	1/8/24		1 Syllabus, presentation of projects	Q&A				Class held over Zoom (group work and assessment)
1	1/10/24		1 Theoretical perspectives of research	Lecture	Ch. 2			No classes
1	1/12/24		2 Research planning	Lecture part 1	Ch. 3, 5			
2	1/15/24			No classes				
2	1/17/24		2	Lecture part 2				
2	1/19/24		2	Quiz, group work		Q1		
3	1/22/24		3 Research ethics	Lecture	Ch. 4			
3	1/24/24		3	Practicum 1				
3	1/26/24		3	Project meet 1		HW1		
4	1/29/24		4 Quantitative research	Lecture / Part 1	Ch. 6			
4	1/31/24		4	Lecture / Part 2				
4	2/2/24		4	Practicum 2, group work		Q2		
5	2/5/24		5 Qualitative research	Lecture / Part 1	Ch. 7			
5	2/7/24		5	Lecture / Part 2				
5	2/9/24		5	Project meet 2		HW2		
6	2/12/24		6 Sampling strategies	Lecture / Part 1	Ch. 9			
6	2/14/24		6	Lecture / Part 2, 3				
6	2/16/24		6	Practicum 3a, 3b		Q3		
7	2/19/24		7 Designing surveys	Lecture / Part 1	Ch. 10			
7	2/21/24		7	Lecture / Part 2				
7	2/23/24		7	Practicum 4, group work		Q4, HW3		
8	2/26/24	recap	Midterm recap	Recap lecture				
8	2/28/24	recap	Midterm consultation	Q&A				
8	3/1/24	exam	Midterm exam			Exam 1		
9	3/4/24		9 Questionnaires and interviews	Lecture / Part 1	Ch. 14, 15			
9	3/6/24		9	Lecture / Part 2				
9	3/8/24		9	Practicum 5, group work		Q5		
10	3/11/24	School Breaks						
10	3/13/24	School Breaks						
10	3/15/24	School Breaks						
11	3/18/24		10 Observations methods, focus groups	Lecture / Part 1	Ch. 11, 16, 17, 18			
11	3/20/24		10	Lecture / Part 2, 3				
11	3/22/24		10	Practicum 6, group work		HW4		
12	3/25/24	project work	Group work on project: break into groups and work on oral presentations				Meet online for project work. On your own.	
12	3/27/24	project work	Group work on project and project consultations				I will be in class to answer your questions on the project.	
12	3/29/24	Present project draft	Each group gives 3 min oral presentation on their intended project		Project draft (1 page: title, research idea, methodology, data collection procedure, timeline)			
13	4/1/24		11 Descriptive and inferential statistics	Lecture / Part 1	Ch. 23			
13	4/3/24		11	Lecture / Part 2				
13	4/5/24		11	Practicum 7 (Ambassadare Survey)		Q6		
14	4/8/24		12 Correlation and regression	Lecture	Ch. 23			
14	4/10/24		12	Inferential statistics in Excel				
14	4/12/24		12	Practicum 10, group work		Q7		
15	4/15/24		13 Presenting research results	Lecture / Part 1	Ch. 26			
15	4/17/24		13	Lecture / Part 2				
15	4/19/24		Project presentation 1			HW5		
16	4/22/24		Project presentation 2					
16	4/24/24		No Class - review and study for exam					
16	4/28/24	Exam 2	Exam 2 opens, due by 11:59 p.m. - due date on Canvas					