



ESOGU Tourism Faculty Course Information Form

TERM	Fall
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COURSE CODE		COURSE NAME	Research Methods
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
VII	3	0	0	3	4	CORE (x) ELECTIVE ()	Turkish
COURSE CATEGORY							
Supportive Courses	Basic Vocational	Proficiency/Field	Human, Communication, and Management Skills	Transferable Skills			
	X						
ASSESSMENT CRITERIAS							
DURING TERM	Activity		Number	Percentage (%)			
	I. Mid-Term		1	40			
	II. Mid-Term						
	Quiz						
	Homework						
	Project						
	Report						
Other (.....)							
FINAL EXAM			1	60			
PREREQUISITE(S) (IF ANY)							
COURSE CONTENT							
Science-Scientific Method-Scientific Research, Types of Scientific Research, Scientific Research Process, Determination of the Research Problem-Variables and Measurement Levels, Research Method and Determination, Population-Sampling, Data Collection, Data Collection Methods and Measurement, Data Processing, Data Analysis, Relational and Predictive Analyzes, Findings and Interpretations, Important issues in writing reports, theses and assignments.							
COURSE OBJECTIVES							
The main purpose of the course is to increase students' familiarity with the subjects of knowledge, science, philosophy of science and to explain scientific research methods. In this context, it is aimed to raise students to a level where they can carry out a scientific research project.							
CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING							
It will be learned how to obtain the information needed about the field of tourism from which sources and how to reach a conclusion by analyzing the information obtained. In this way, it will be possible to develop basic professional knowledge about tourism.							
COURSE OUTCOMES							
To be able to research a subject on a scientific basis. To be able to integrate data obtained in different ways in a meaningful way. Learning the scientific research process. To be able to prepare a scientific report on a specific subject. To be able to transform the findings obtained as a result of the research into results that can provide solutions to problems in daily life.							
TEXTBOOK(S)							
Altunışık R., Coşkun R., Yıldırım E. ve Bayraktaroğlu S. (2007). Sosyal Bilimlerde Araştırma Yöntemleri – SPSS Uygulamalı. 5. Baskı, Sakarya Kitabevi.							

SUPPORTIVE RESOURCES	Yıldırım, A. ve Şimşek H. (2005). Sosyal Bilimlerde Nitel Araştırma Yöntemleri. Ankara: Seçkin Yayıncılık.
EQUIPMENTS REQUIRED	Projection, computer

COURSE OUTLINE	
WEEK	SUBJECTS / TOPICS
1	Basic concepts about knowledge and truth
2	Basic concepts and basic scientific paradigms related to science
3	Scientific research process and research topic selection
4	Critical source review and literature review
5	Fundamental transformations in scientific research methods and qualitative research
6	Qualitative research designs
7	Research design
8	Data in scientific research
9	Measuring and scaling
10	Research population and sampling
11	Collecting data and preparing it for analysis
12	Analyzes to examine differences and relationships
13	Interpretation of research findings and report writing
14	The concept of ethics in scientific research
15,16	Final exam

NO	OUTCOMES	3	2	1
1	To understand the terms and concepts this related with tourism and hotel management.			X
2	To be able to plan the process of investment of a new established tourism company.			X
3	To be able to manage companies to be established in the areas of tourism.			X
4	To understand local, national and international dimension of management in tourism administration.			X
5	To have the knowledge of using and evaluating the tools that can analyze a tourism company with its internal and external environment	X		
6	To be able to use information and communication technologies with computer at a level which tourism sector requires.			X
7	To understand the sectoral conditions at a level they can cope with the constant fluctuations depending on the flexible demands in the area of tourism management.			X
8	To be expertise at a special area of a tourism company (the services of front office, housekeeping, sales and marketing etc.) and hotel management			X
9	To be able to research scientific knowledge about tourism and hotel management.			X
10	To be able to understand and comment the new trends about tourism industry.			X
11	To have sufficient knowledge and consciousness of the subjects concerning society (the protection of natural and cultural environment)			X
12	To define the source of the problems in the field by using critical thinking.			X
13	To have verbal and written communication skills in Turkish base on tourism sector.			X
14	To have verbal and written communication skills in at least one, by choice two foreign languages.			X
15	To be able to communicate by empathy with the managers of companies, customers and employees.		X	

1: Few 2: Partially 3: Many

Instructor Name :