

Applied Research in Tourism & Hospitality

Zhejiang University

Course code: 20124850

Course title: MajorCapstone: Applied Research in Tourism & Hospitality

Credit: 3**Teaching hour per week:** 3 hours/week

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Office hours: Mon.1:00-5:00 pm, or by appointment

Management Building

Target students: 3rd or final year undergraduate students

Prerequisites: N/A

I. Course Introduction

This is a capstone course designed to provide tourism and hospitality major students with an opportunity to integrate theory and principles learned in other required courses, and to analyze tourism and hospitality issues, make business decisions, and solve practical problems through case studies and real situations. In a tourism and hospitality context, topics covered in this course include problem formulation and research design, research implementation, data collection and analysis, and results interpretation, evaluation and dissemination. A practical emphasis of this course will be placed on using scientific research to address real-life issues related to the tourism and hospitality industry in China, such as developing and marketing tourism destinations, understanding tourist motivations, behaviors, and experiences, etc. Students will undertake assignments and project work which will allow them to gain practical training in the main theories and methods being taught. The course is aimed at students who are interested in undertaking primary research towards their bachelor thesis and will lead to their competence in primary research design, analysis and critique for both practical and academic purposes.

II. Teaching Objectives

i. Learning Objectives

By the conclusion of the course of study, students are expected to be able to:

- 1). critically assess and integrate key knowledge and theories related to the tourism and hospitality research;
- 2). appraise, analyze and evaluate a critical issue facing the tourism and hospitality industry in China.

- 3). develop knowledge of the general processes of conducting tourism and hospitality research and consulting;
- 4).design and undertake primary and secondary research projects to address and analyze real-lifetourism and hospitality problems;
- 5).formulate suggestions that may assist the development and management of tourism and hospitality businesses in China;
- 6). demonstrate professional decorum.

ii. Measurable Learning Outcomes

Expected learning outcomes for students include:

- 1) To recognize and engage with key concepts and theories serving the study of related tourism and hospitality phenomena.
- 2) To develop skills in the search and retrieval of data sources and reports serving the study and analysis of tourism phenomena.
- 3) To formulate, explain and defend independent judgments.
- 4) To develop skills in the search, retrieval, review and critique of literature pertaining to a given topic of inquiry.
- 5) To communicate effectively in writing and orally.
- 6) To understand and demonstrate and ability to apply academic and professional conventions in writing and referencing.

III. Course Requirements

i. Teaching Methods and Requirements

- 1) Every week students must attend one 3-hour lecture.
- 2) **Lectures** will be given to present the key conceptual material through discussion and interaction between lecturer and students. Lectures are supported by readings, class discussions and illustrations of real-world case examples.
- 3) **Guest speaker** may be invited to give lectures/seminars on specific issues related to the tourism industry in China and the Chinese tourists markets in order to enhance students' understanding of the theories presented in lecture.
- 4) **Video presentations** may be used to critically evaluate the integration of principles and practices of tourism and hospitality management, and to discuss the latest issues facing the tourism and hospitality industry in China
- 5) **Course Calendar** The course calendar (as presented below) details scheduling information. Note that this calendar may change as the course proceeds. Any changes will be announced at lectures and be detailed on **Blackboard**.

Students are expected to prepare for and attend all classes to gain full benefit from the course

These activities should be prepared for by reviewing information detailed on **Blackboard** and completing any assigned readings. Students unable to attend a lecture are expected to catch up on missed material. Unless stated otherwise, all aspects of the course are examinable.

ii. Course Evaluation and Grading

All material presented is examinable (except where stated otherwise) by assignments and the final examination. All important assessment information such as due dates and times, content, guidelines and so on will be discussed at lectures and, where appropriate, detailed on **Blackboard**. Students are responsible for ensuring that they are aware of this information, keeping track of their own progress, and catching up on any missed classes.

Assessment	Due date	% of final grade
Class participation	On going	10%
Mid-term test	TBC	20%
Research project	TBC	30%
Project presentation	TBC	10%
Final Exam	Formal University Exam Period	30%

Grading System

The grading scheme used at Zhejiang University is:

A+(95-100)	Outstanding, flawless
A (91-94)	Excellent, clear & concise, innovative
A- (85-90)	Polished, well organised, logical
B+(80-84)	Solid, good layout
B (75-79)	Solid but flawed, a few errors, demonstrates understanding
B- (70-74)	Adequate, needs polishing
C+(65-69)	Demonstrates very basic understanding, no originality, repetitive of text book
C (60-64)	Shallow, limited understanding, errors in material & layout (grammar & spelling)
C- (55-59)	Barely adequate, poorly organized

D (50-54)	Inadequate, demonstrates well below expected understanding, many errors
F (<50)	Not acceptable level, unprofessional, very poor

Late Assignments

Any late submissions without an approved extension will attract the penalties as outlined below.

The following percentages will be forfeited if your assignment is handed in late with no prior extension granted from the paper coordinator.

Up to 24 hours:	10% of available grade
24-48 hours:	25% of available grade
48-72 hours:	50% of available grade
More than 72 hours	The assignment will not be graded

Extensions can only be given by your lecturer and only in special circumstances such as:

- Illness: a medical certificate is required
- family emergency
- representative activities (sport, cultural, academic etc)

Verification of circumstances is required to validate extensions.

Computer problems are not deemed to warrant extensions, except in the situation of Zhejiang University's computer system failing. Students should ensure they allow sufficient time to overcome these problems before the assignment is due. **Students are expected to keep hard copies, draft and backup files of work done.** These can then be used in cases of computer failure, plagiarism, and in other circumstances as required. **Full academic workloads and work commitments are not deemed to warrant extensions**, as students are aware of requirements at the beginning of semester as featured in syllabi.

Referencing Style and Style Guide

For this paper the referencing style is APA or Harvard. Style guides will be made available in the first lecture.

Dishonest Practice and Plagiarism

Students should ensure that all submitted work is their own. Plagiarism is a form of dishonest practice (cheating). It is defined as copying or paraphrasing another's work and presenting it as one's own. Any student found responsible for dishonest practice in any piece of work submitted for assessment shall be subject to the University's dishonest practice regulations,

which may result in serious penalties, including forfeiture of marks for the piece of work submitted, a zero grade for the course, or in extreme cases, exclusion from the University. The university reserves the right to use plagiarism detection tools. Students are advised to inform themselves about University policies concerning dishonest practice and take up opportunities to improve their academic and information literacy.

IV. Teaching Schedule (tentative)

Lecture	Date	Topic
1		Course Introduction
2		Tourism and hospitality research: methodologies and approaches
3		Tourism and hospitality research design process
4		Review of quantitative methods
5		Review of qualitative methods
6		A network approach to tourism and hospitality research
7		Mid-term test
8		A system approach to tourism analysis
9		Market analysis in tourism and hospitality
10		Behavioral studies in tourism and hospitality
11		Impact evaluation in tourism and hospitality
12		Business development analysis in tourism and hospitality
13		Policy analysis in tourism and hospitality
14		Guest lecture (TBC)
15		Project presentation
16		Course summary and final exam review

V. References and Recommended Readings

While there is no essential textbook for this course, a number of key texts are recommended below and other relevant reading specific to each lecture will be made available to students electronically at least a week before the scheduled lecture.

Weaver, D., & Lawton, L. (2014). *Tourism Management* (5th ed). Milton: Wiley.

Veal, A.J. (2011). *Research methods for leisure & tourism: A practical guide* (4th ed). Essex: Prentice Hall.

References to a variety of relevant articles and book chapters will be provided at the end of most lectures. Students are encouraged to read independently to develop a comprehensive understanding of the concepts discussed in the lectures.

VI. Website for Teaching Materials