

FACULTY OF GLOBAL & COMMUNITY STUDIES			
COURSE OUTLINE			
Term:	Fall 2016	Instructor:	
Course No (Section):	TOUR 440	Office:	
Course Name:	Applied Research in Tourism	Telephone:	
Credits:	3	E-mail:	
Classroom/Lab:		Office	
Scheduled:		Hours:	

COURSE FORMAT: Instructional hours per week: 3, plus fourth hour activities.

PREREQUISITES: 75 credits of 100 level or higher coursework including ENGL 100, and TOUR 327 or 427. No prior learning assessment is granted for this course.

FOURTH HOUR: Online and in-person meetings/workshops to give guidance on assignments.

COURSE DESCRIPTION:

Applied Research in Tourism is a capstone course for the Bachelor of Tourism Management. Students will develop effective research skills to address issues or challenges in tourism, either from an academic or business perspective. Participants will learn how their own perspectives can alter the way that a research topic is approached and the outcomes that will be produced. Students will develop skills in applied research, gain advanced knowledge on specific topics, and generate a research paper that demonstrates their research capacity and specific knowledge.

COURSE LEARNING OUTCOMES:

Upon successful completion of this course, students should be able to demonstrate competence in the following abilities and skills:

LEARNING OUTCOMES
1. Convert an issue/problem into a clear research study.
2. Design a research study to address a research question.
3. Review and evaluate relevant literature and other secondary sources related to the research question.
4. Develop a research tool to collect the information needed to address the research question.
5. Execute the research tool in an ethical manner.
6. Analyze the results from the research tool.
7. Interpret the results of primary and secondary research to address the research question.
8. Communicate and present the research study.

EVALUATION PROFILE:

Assessment	% of Final Grade	Due Date	Individual/Group
Research Proposal	10%		I
Literature Review	10%		I
Methodology and Research Tool	10%		I
Research Findings	10%		I
Presentation	10%		I
Final Report	50%		I
Total	100%		

GRADING PROFILE:	A+=90-100%	B+ = 77-79%	C+ = 67-69%	D = 50-59%
	A =85-89%	B = 73-76%	C = 63-66%	F = 49% or less
	A-=80-84%	B- = 70-72%	C- = 60-62%	

GRADING STANDARDS:

A+	<p>All aspects of the work submitted are to exceptional standards.</p> <p>Comprehensively researched, clear and concise, extremely well structured and designed, with a diverse and exhaustive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates enlightening, insightful, and/or original thinking of the topics. Presented to the highest standards (e.g.: references, style, grammar, length).</p>
A	<p>All aspects of the work submitted are to excellent standards.</p> <p>Thoroughly researched, clear and concise, excellently structured and designed, with an extensive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough and comprehensive understanding of the topics. Presented to very high standards (e.g.: references, style, grammar, length).</p>
B	<p>All aspects of the work submitted are to good standards.</p> <p>Accurately researched, clear discussion, well structured and designed, with a good range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough understanding of the topics. Presented to high standards (e.g.: references, style, grammar, length).</p>
C	<p>All aspects of the work submitted are to satisfactory standards, or (C-) a marginal pass.</p> <p>Sufficiently researched, providing good discussion, reasonably well structured and designed, with an acceptable range of evidence (e.g.: literature, other data) used effectively. Demonstrates satisfactory understanding of the topics. Presented to reasonable standards (e.g.: references, style, grammar, length).</p>
D	<p>Work submitted earns a minimal pass.</p> <p>Insufficiently researched, needs improvement in flow and design, and/or level of detail, with a limited range of evidence (e.g.: literature, other data) used. Demonstrates rudimentary understanding of the topics. Presented to basic standards (e.g.: references, style, grammar, length).</p>
F	<p>All aspects of the work submitted are below adequate standards</p> <p>Research, flow and design, and/or level of detail are unsatisfactory, with an insufficient range of evidence (e.g.: literature. Other data) used. Demonstrates unfamiliarity with the topics. Presented to below adequate standards (e.g.: references, style, grammar, length).</p>

REQUIRED TEXT and OTHER RESOURCES: Reading materials will be distributed in class or online (Moodle)

COURSE CONTENT/SCHEDULE:

WEEK(S)	DATE	TOPIC(S)	REQUIRED ACTIVITIES
		Course overview, expectations, assignments Introduction <ul style="list-style-type: none"> • The research process • Selecting a research topic • Identifying a research issue/problem 	
		Research Proposal <ul style="list-style-type: none"> • Creating a research question • Creating research objectives • Preparing a research proposal 	
		Literature Review <ul style="list-style-type: none"> • Reviewing literature and other secondary sources • Preparing a literature review 	RESEARCH PROPOSAL DUE
		Research Methodology <ul style="list-style-type: none"> • Doing qualitative research • Preparing a methodology • Designing a research tool 	
		Workshop – Research Tool	
		Primary Research <ul style="list-style-type: none"> • Doing field work • Conducting interviews 	METHODOLOGY AND RESEARCH TOOL DUE
		Analyzing and Interpreting Data	
		Workshop – Research Findings	
		Final Report <ul style="list-style-type: none"> • Preparing the final report • Presenting the research study 	RESEARCH FINDINGS DUE
		Project Presentations	PRESENTATION DUE
		Project Presentations Learning reflections, feedback, course debrief	PRESENTATION DUE
			FINAL PAPER DUE
			FINAL EXAM PERIOD

ONGOING FACULTY CONSULTATIONS:

Successful completion of the course relies on ongoing consultation with your supervising instructor. It is recommended that you meet with your research supervisor at least once a month to get guidance on the research process.

RESEARCH PAPER GUIDELINES:

Preparation of the final paper should take into account the following considerations:

- Students should select a topic/issue of special interest to them. This requires a certain level of introspection and reflection by the student.
- Students should select a topic/issue that has direct application to the tourism industry.
- The quality, format and professional standards required in the final report are supported by providing students with access to reports prepared by previous students in the course.
- The report must demonstrate strong academic content, evident in the literature review (secondary research).
- The report must demonstrate significant application to the tourism industry.
- The report should be more thoroughly researched and written than term papers submitted in other courses; however, the report is not intended to be a graduate thesis.
- The instructor's role consists of providing support and suggestions, and less of pure instruction, compared to most other courses. The instructor will also provide editorial support to ensure that reports achieve professional standards.
- The final report must be submitted in hard copy; email submissions will not be accepted.
- The best form of submission for ease of storage and filing is black coil bound so that your paper does not come apart and can easily be filed away. No three ring binders, no bull dog clips, no slipping each individual paper in a plastic sleeve, no fancy cardboard, plastic, cloth or other such containers for submitting the paper.
- Include a cover sheet with the following information: title of paper, student name, student number, date submitted and name of supervising instructor.

UNIVERSITY POLICIES:

Capilano University has policies on academic appeals (including appeal of final grade), student conduct, cheating and plagiarism, academic probation, and other educational issues. These and other policies are available on the University website.

FACULTY POLICIES:

Attendance:

Regular class attendance, and participation in course activities and assignments, is expected and likely essential to successfully achieving the course learning outcomes. Students are responsible for any and all content and instructions communicated during scheduled classes, in course handouts, and (if applicable) via course e-mail and websites. In cases where participation by all students is essential for conducting the planned instructional activities, attendance may be mandatory. In all cases, the attendance expectations and any penalties for missing instructional activities shall be clearly articulated on the course outline. **Attendance for weekend courses is mandatory.**

Participation:

This mark, if included as part of the assessment items by the instructor, is based on both the frequency and quality of the student's comments, questions, observations, and involvement, with the emphasis on quality. The quality is

determined by, among other things, the relevance, insight and clarity of remarks. Preparing the required readings will support a student's ability to participate. The participation mark is also influenced by professionalism (as described below), attitude and punctuality.

Professional Behaviour: Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and cooperation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary. Students should have respect for equipment and systems. Students should display a constructive response to criticism.

Professional behaviour includes appropriate language use. Appropriate language use involves using respectful, moderate, and inclusive language at all times.

Cheating and Plagiarism: Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person's effort to obtain an academic advantage. Cheating includes permitting another person to use one's work as their own. Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. Information about how to avoid plagiarism by proper documentation of sources is available in the Library, the Writing Centre and is published in the University website.

**Penalties for Cheating
& Plagiarism:**

A grade of '0' for an examination, quiz or assignment or 'F' for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (see the University website). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.

Missed Exams & Quizzes: Will receive a grade of '0' unless **PRIOR** arrangements (wherever possible) are made with the instructor. Permission to make up an exam will only be given in extraordinary situations such as illness of the student or the death of a close family member. **A doctor's certificate, or other proof supporting the reason for the absence, may be required.**

English Usage: All assignments are marked for correct English usage, proofreading and formatting, **up to a maximum of 15% of the total mark for that assignment.**

Assignments: Homework assignments are due at the **start of class** on the due date unless otherwise advised by your instructor.

Late Assignments: **10% per day** will be deducted if the Final Report or Mentorship Journal is submitted late.

- Programmable Tools:*** The use of programmable items such as calculators and dictionaries, etc. is forbidden during tests, quizzes, and exams unless authorized by the instructor. Cell phones are not to be brought to any test, quiz or exam.
- Incomplete Grades:*** Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the date set by University Administration.
- Copyright Policy:*** Students are expected to familiarize themselves with and abide by the University's Copyright Policy. The University's Copyright Policy is published on the University website.
- Emergency Procedures:*** Students are required to familiarize themselves with emergency procedures posted in the classroom.