

| Updated On | 2023/08/28 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Curricular Year / Period | 2023/24 / S1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Course | Tourism | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Curricular Unit | Tourism Research Methods and Techniques | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Language(s) of Instruction | Português | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ECTS/tempo de trabalho (horas) | <table border="1"> <thead> <tr> <th>ECTS</th><th>Total</th><th colspan="8">Horas de contacto semestral</th></tr> <tr> <th>5</th><th>125</th><th>T</th><th>TP</th><th>PL</th><th>S</th><th>TC</th><th>E</th><th>O</th><th>OT</th><th>EC</th></tr> </thead> <tbody> <tr> <td></td><td></td><td></td><td>50</td><td></td><td></td><td></td><td></td><td></td><td>10</td><td></td></tr> </tbody> </table> <p>T - Theoretical; TP - Theoretical and practical; LP - Laboratory Practice; S - Seminar; TG - Tutorial guidance; FW - Fieldwork; T - Training; ; EC - Clinical teaching; O* - Other hours typified as Clinical Training under the Directive 77/453/EEC of June 27, adapted by Directive 2005/36/EC.</p> | ECTS | Total | Horas de contacto semestral | | | | | | | | 5 | 125 | T | TP | PL | S | TC | E | O | OT | EC | | | | 50 | | | | | | 10 | |
| ECTS | Total | Horas de contacto semestral | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | 125 | T | TP | PL | S | TC | E | O | OT | EC | | | | | | | | | | | | | | | | | | | | | | | |
| | | | 50 | | | | | | 10 | | | | | | | | | | | | | | | | | | | | | | | | |
| Teacher in charge (GDPR consent) [complete name, email] | Adelaide João Cardoso Marques Proença / adelaideproenca@ipportalegre.pt | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Prerequisites [Curricular Units that must precede and specific entry competences] | Not applicable. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Learning outcomes [Description of the overall and specific objectives] [Knowledge, skills and competences to be developed by students] | <p>Research, as a process of systematic and systematic search for answers to problems, using methodologies and the use of technical procedures, has been consolidated in the different domains of knowledge. Research has now become an indispensable tool for any professional responsible and attentive to the world around him. The use of appropriate methodologies and techniques in the research processes in Social (and Human) Sciences allows us to question in a judicious way what happens around us and thus find the possible answers, in each moment, about the real. At the limit, we can view research as a critical attitude towards the world, which implies a posture of permanent questioning and the search for answers and solutions. According to Fox1 (1969), "Research has been transferred in the present century from the periphery to the center of our social and economic life Yet there are still many who unfortunately do not understand nature and value of research and do not value their relationship with their lives. " (pp.5-6).</p> <p>In the context of research in general, the scientific community has been increasingly valuing processes of data collection, recording, processing and analysis using reliable and reliable methodological and technical procedures supported by consistent theories and theoretical models. The growing importance of tourism research fits this trend. It is in this perspective that the discipline of Methods and Techniques of Tourism Research in the course should be considered. Thus, it is the purpose of this curricular unit to address epistemological, theoretical, methodological and technical aspects related to research in Social Sciences and to Tourism research, in particular.</p> <p>Learning outcomes / Competences to be acquired</p> <ul style="list-style-type: none"> a) Integrated understanding of the application of concepts, theories and methodologies of Social Sciences and Tourism to the operationalization of research problems; b) Elementary understanding of the differences and complementarities between the different research strategies in social sciences / tourism (comprehensive / explanatory, deductive / inductive, extensive / intensive, evidence oriented / discovery oriented); c) Knowledge and understanding of the theoretical concepts and methodological principles underlying the construction and application of technical research tools in the social sciences and tourism, in particular; d) Knowledge of the potential of techniques of statistical treatment of data of different natures; e) Knowledge and understanding of qualitative data analysis techniques; f) Ability to interpret and / or communicate in a rigorous and scientifically adequate manner the results of elementary research processes; g) Knowledge of theoretical, methodological and technical aspects related to research in Tourism; h) Understanding of the concepts that define tourism activity and knowledge of the variables that characterize it; i) Ability to analyze and interpret, in a critical way, statistical information in the area of Tourism. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sustainable Development Goals | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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| <p>Syllabus</p> | <ol style="list-style-type: none"> 1. Preliminary Epistemological Issues The. What is science? What does scientific research mean? B. Fundamental principles of scientific research: rupture, construction and verification 2. Conceptualization of the Scientific Research Process: the various Stages The. Question of departure B. Exploration w. From the problem to the analysis model d. The observation (Observation plan, observation techniques - the questionnaire and the interview) 3. The Importance of Tourism Research The. Basic principles of research B. Basic questions of the whole investigation w. Tourism research process d. Research design and. Primary and secondary sources of information f. Tourism statistics systems 4. Concepts and Variables of Tourism Research The. Statistical concept of tourism B. Elements of tourism activity: the actors w. Basic forms and categories of tourism d. Geographical elements of Tourism and. Tourism markets: demand analysis and tourism supply f. Tourist expenditure g. Tourist consumption H. Tourist capital i. Employment in the tourism sector 5. Analysis of the Main Statistical Sources of the Tourism Sector The. Administrative records B. Top international sources w. Main national sources d. Private Information Sources 6. Techniques of Data Collection in Tourism Research The. The questionnaire B. The interview 7. Communication and Presentation in Tourism Research The. Types of communication B. Scientific dissemination w. The use of scientific information in support of decision-making 8. The Treatment and Analysis of Data in the field of Descriptive Statistics The. General notions B. Data organization i. Frequency tables ii. Graphic representations w. Statistical measures i. Location Measures ii. Measures of dispersion 9. The Treatment and Analysis of Qualitative Data The. Fields of Application B. Qualitative data analysis techniques |
| <p>Teaching methodologies (including assessment)</p> <p>[Specify the types of assessment and the weights and evaluation criteria]</p> | <p>1 - Teaching methodologies</p> <p>This curricular unit has a theoretical-practical nature. In the programming of pedagogical activities two moments, interconnected among them, will be privileged: an informative component, assured by the teachers; and situations that allow, from the analysis of texts (or other documents), the knowledge and the critical debate of the thematic contents. In this sense, teachers will organize and make available to the students some texts that, together with the recommended bibliography, will allow them access to information and will be an incentive to the development of critical, reflexive and instrumental skills in the field of methodologies of investigation in sciences social and, in particular, Tourism. In point 8 of the programmatic contents, the application of statistical treatment techniques in real practical contexts, privileging tourist variables, and using computer resources will be promoted.</p> <p>2 - Period assessment</p> <p>The evaluation is of a continuous nature, taking into account the quality of the student's participation in the programmed activities, in particular during the work sessions during the classes and in the tutorial orientation sessions. For the purposes of the final grade, it is necessary to carry out the following two assessment elements:</p> |

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| | <p>a) a written test, at the end of the semester, on a scheduled date, which has a weight of 70% for the final grade;</p> <p>b) a practical work, carried out in groups of 3/5 elements, according to a schedule to be defined with the students, with a weighting of 30% for the final grade.</p> <p>The work to be carried out should reflect the proper development of a scientific research work. The work should have the format of an article, based on a theme selected by each group, privileging the application of the methodological principles studied in the curricular unit. The final document to be submitted may not exceed 3000 words (except covers, indexes, bibliography and appendices), and must comply with the rules of preparation and presentation of written papers, proposed by the teacher.</p> <p>3 - Examination assesement</p> <p>Exam: 100%</p> |
| Bibliography | <p>1 - Main Bibliography</p> <p>ALBARELLO, Luc, e outros (1997) <i>Práticas e Métodos de Investigação em Ciências Sociais</i>. Lisboa: Gradiva.</p> <p>ATELJEVIC, I., PRITCHARD, A. & MORGAN, N. (Eds.) (2007). <i>The Critical Turn in Tourism Studies: Innovative Research Methodologies</i>. Amsterdam: Elsevier.</p> <p>BERTAUX, Daniel (1996). <i>Les Récits de Vie</i>. Paris : Nathan.</p> <p>EUROSTAT (2014). <i>Methodological manual for tourism statistics</i>. Version 3.1. Luxembourg: Publications Office of the European Union.</p> <p>FINN, M., ELLIOT-WHITE, M. & WALTON, M. (2000). <i>Tourism and Leisure Research Methods: Data Collection, Analysis, and Interpretation</i>. Harlow: Pearson Education.</p> <p>GUSTAVII, B. (2008). <i>How to Write and Illustrate a Scientific Paper</i> (2nd ed.).Cambridge: University Press.</p> <p>LARSON, R.& FARBER, E. (2006). <i>Elementary Statistics: Picturing the World</i>. Prentice Hall.</p> <p>LESSARD HÉBERT, M.; et. Al. (1994). <i>Investigação Qualitativa: fundamentos e práticas</i>. Lisboa: Instituto Piaget.</p> <p>LESTER, J. D & LESTER, J. D. Jr. (2005). <i>Writing Research Papers: A complete guide</i>. New York: Pearson.</p> <p>MANSFIELD, E. (1986). <i>Basics Statistics with Applications</i>. New York: W. W. Norton & Company, Inc.</p> <p>MAXWELL, Joseph A. (2009) <i>La Modélisation de la Recherche Qualitative</i>. Friburgo : Academic Press Fribourg.</p> <p>MURTEIRA, B. ; Ribeiro, C. S.; Silva, J. A.; Pimenta, C. (2007). <i>Introdução à Estatística</i>. Lisboa: McGraw-Hill.</p> <p>PEDROSA, A. C.; Gama, S. M. (2004). <i>Introdução Computacional à Probabilidade e Estatística</i>. Porto: Porto Editora.</p> <p>QUIVY, R. & Van CAMPENHOUDT, L. (1992). <i>Manual de Investigação em Ciências Sociais</i>. Lisboa: Gradiva.</p> <p>RITCHIE, B., BURNS, P. & PALMER, C. (Eds.) (2005). <i>Tourism Research Methods: Integrating Theory with Practice</i>. Wellingford: CABl.</p> <p>2 - Complementary Bibliography</p> <p>BARDIN, L. (1991). <i>A Análise de Conteúdo</i>. Lisboa: Edições 70.</p> <p>BOUDON, R. (1998). <i>Les méthodes en sociologie</i>. Paris: Presses Universitaires de France.</p> <p>DENCKER, Ada (2007). <i>Pesquisa em turismo: planejamento, métodos e técnicas</i> (9. ed. rev. e ampl.). São Paulo: Futura.</p> <p>GHIGLIONE, R. & MATALON, B. (1993). <i>O Inquérito: teoria e prática</i>. Oeiras: Celta Editora.</p> <p>GOETZ, J. P. & LeCOMPTE, M. D. (1988). <i>Etnografia y Diseno Cualitativo en Investigación Educativa</i>. Madrid: Morata.</p> <p>GUERRA, Isabel (2006). <i>Pesquisa Qualitativa e Análise de Conteúdo. Sentidos e Formas de Uso</i>. Cascais: Principia Publicações Universitárias e Científicas.</p> <p>GUERRA, Isabel (2000). <i>Fundamentos e Processos de Uma Sociologia da Acção. O Planeamento em Ciências Sociais</i>. Cascais: Principia Publicações Universitárias e Científicas.</p> <p>GUIMARÃES, R. & CABRAL, J. (1999). <i>Estatística</i>. Amadora: Editora McGraw-Hill de Portugal Lda.</p> <p>KAUFMANN, Jean-Claude (2007) <i>L'Entretien Compréhensif</i>. Paris : Armand Colin.</p> <p>NUNES, A.S. (1987). <i>Questões Preliminares Sobre as Ciências Sociais</i>, Lisboa: Presença.</p> <p>PAIS, José Machado (2001) <i>Ganchos, Tachos e Biscates</i>. Jovens, Trabalho e Futuro. Porto: Âmbar.</p> <p>REIS, E.; MELO, P.; ANDRADE R.; CALAPEZ T. (1997). <i>Estatística Aplicada</i>. Lisboa: Edições Sílabo.</p> <p>SILVA, A. S. & PINTO, J. M. (eds.) (1989). <i>Metodologia das Ciências Sociais</i>. Porto: Edições Afrontamento.</p> <p>SPIEGEL, M. (1993). <i>Estatística</i>. São Paulo: Makron Books (Coleção Schau).</p> |

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| | <p>STATFORD, J. (1999). La recherche touristique. Presses de l'Université du Québec.</p> <p>VEAL, A. J. (2006). Research methods for leisure and tourism: A practical guide (3rd ed.). Harlow, Pearson Education.</p> |
| <p>Special Situations</p> <p>[Students with special status]</p> | <p>1 - Period assessment - Students with special status</p> <p>Assessment elements will be tailored to the needs of students with special status. The appreciation of the evaluation parameters will be identical to that of the other students.</p> <p>2 - Examination assessment - Students with special status</p> <p>In times of scheduled examination.</p> |