

# Alfred Nobel Open Business School Switzerland

<b>Title</b>	
<b>Research Methods for Hospitality and Tourism Managers</b>	
Unit purpose aim(s)	This unit covers planning and implementing a hospitality or tourism research and project
URN	R/50 5/2798
Unit Code	RMHTM
Level	7
Credit value	30
GLH	90
Learning outcomes	Assessment criteria
When awarded credit for this unit, a student will	Assessment of this learning outcome will require a student to illustrate: demonstrate that they can:
1 Plan a hospitality and tourism research project	<p>1.1 Critically evaluate a range of research methods that can be applied to a hospitality or tourism context</p> <p>1.2 Critically evaluate a range of research tools that can be applied to a hospitality or tourism research project</p> <p>1.3 Assess the ethical considerations when undertaking hospitality, leisure, travel or tourism research projects</p> <p>1.4 Formulate a research plan for a hospitality, leisure, travel or tourism organisation</p>
2 Implement a hospitality or tourism research project	<p>2.1 Use quantitative and qualitative techniques in a hospitality or tourism research project</p> <p>2.2 Critically evaluate information sources.</p> <p>2.3 Evaluate the results of a hospitality or tourism research project.</p> <p>2.4 Make justifiable recommendations from the results of research undertaken.</p> <p>2.5 Present the results of a hospitality or tourism research project.</p>