**Course Syllabus**

**2021 CNU International Summer Session**

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| **Course Title**  | Research Methods for Cultural Tourism |
| **Course Type** | Lecture | **Credits****(hours)** | 3 |
| **Department** | Graduate School of Culture | **Professor** | Chi-Ok Oh |
| **Classification****(year in school)** | Graduate | **Office Number** | 403 |
| **Class room** | online | **E-mail** | chiokoh@jnu.ac.kr |
| **Class hour** | 3 | **Office Hours / Place** | Yongji-Gwan 403 |
| **Prerequisite(s)**  |  |
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| **Course objectives** | Upon completion of this course, the student will be able toA. Locate, read, understand, and utilize research literature in the field of tourism and other social science disciplines;B. Comprehend, interpret and utilize fundamental research terminology and procedures;C. Understand a variety of basic methods of research including their advantages and disadvantages;D. Isolate a research problem and be aware of how to construct an appropriate design and data analysis protocol;E. Critically evaluate completed research to determine the practical usefulness and policy utility to the field of parks, recreation and tourism; and,F. Develop a research proposal. |
| **Core Competency to be Acquired** | Creativity | Sensibility | Community Values | Total (%) |
|  35 % |  35 % |  30 % | 100% |
| - Creative competency consists of convergency, identification and resolution of problem competency, and computing mind competency.- Emotional competency consists of humanity, culture and arts, and leisure competency.- Community competency consists of self-planning, civility, and glocal competency. |
| **Other competency (optional)** |  |
| **Teaching Methods** | **Instruction Format (Choose One)** |
| Hybrid of Online and In-Person Class | Online Class | In-Person Class |
|  | **V** |  |
| **Teaching Methods** |
| Lecture |  60 % | Flipped Learning |  % |
| Presentation/Discussion |  15 % | Experiment/ Hands-on Practices |  % |
| Problem Based Learning |  % | Others(Describe) |  % |
| Project Based Learning |  25 % | Total (%) | 100% |
| ※ Please describe the teaching methods. (Around 1,000 words)This course is designed to provide graduate students with a basic background in research methods. This course will examine principles, methods, and strategies for planning, designing, evaluation, and applying research in the general field of social science. This background will enable the student to conduct independent research projects, as well as become a wise consumer of research. The focus of this course is on the design of your own research proposal that reflects a good understanding of theory, a comprehensive literature review, and appropriate methodological choices.  |
| **Grading** | Mid-Term |  % | Class participation |  30 % |
| Final |  % | Attendance |  30 % |
| Individual Tasks |  40 % | Others (Describe) |  % |
| Team Projects |  % | Total (%) | 100% |
| ※ Please describe evaluation policies. (Around 1,000 words) Individual tasks (i.e., Research proposal, research presentation) 40%-Individual Assignment (40 Points = 8 Points X 5 Times) In-Class Participation & Activity 30%-Participation in class (30 Points = 2 Points X 15 Times) – Participate in hands-on practices Attendance 30%-Attendance (30 Points): 2 Points Deduction/Absence, 0.5 Points Deduction/Lateness (More than 1/4 unexcused absences may result in an automatic failure of this course.)※ Pursuant Section 28 of the Guidelines on Class Management, grading methods can be adjusted for the physically impaired. ※ Under Section 29 of the University Regulations on Academic Affairs, a student automatically fails a course in case of failure to attend more than 3/4th classes. |
| **Accommodations for Handicapped**  | - Visually impaired: provision of course related materials in audio, note taking helper, permission to record the lecture- Audibly impaired: provision of course related materials in visual, note taking helper, permission to have e-learning lectures in sign language or shorthand- Physically or mentally challenged: provision of course related materials, note taking helper, permission to record the lecture* Any other requests that are considered necessary: provision of assisted

 ingress and egress to the classrooms and other supports |
| **Textbooks & References** |
| Category | Title | Author | Publisher | Year of publication |
| Main textbook | The Practice of Social Research | Earl Babbie | Cengage | 2015 |
| Others |  |  |  |  |
| Reference |  |  |  |  |
| **Daily Course Schedule** |
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| **Day** | **Lecture Topic** | **Method of Instruction** | **Method of Evaluation** | **Class Materials & Assignments** | InstructionFormat |
| 1 | Intro/Syllabus | Lecture/Discussion |  |  | Online |
| 2 | What is social science research  | Lecture/Discussion |  |  | Online |
| 3 | The research process  | Lecture/Discussion |  |  | Online |
| 4 | The research process & Selecting a research problem  | Lecture/Discussion |  |  | Online |
| 5 | Variables | Lecture/Discussion |  |  | Online |
| 6 | Measurement  | Lecture/Discussion |  |  | Online |
| 7 | Measurement & reliability and validity | Lecture/Discussion |  |  | Online |
| 8 | Reliability and validity  | Lecture/Discussion |  |  | Online |
| 9 | Sampling and generalizability | Lecture/Discussion |  |  | Online |
| 10 | Surveys  | Lecture/Discussion |  |  | Online |
| 11 | Selecting research topics | Lecture/Discussion |  |  | Online |
| 12 | Statistical analysis 1  | Lecture/Computer practice  |  |  | Online |
| 13 | Statistical analysis 2 | Lecture/ Computer practice |  |  | Online |
| 14 | Statistical analysis 3 | Lecture/ Computer practice |  |  | Online |
| 15 | Statistical analysis 4 | Lecture/ Computer practice |  |  | Online |
| The schedule above is subject to change. |

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| **References** |
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| **Previous year course evaluation** **(Student evaluation of teaching and CQI\*)**\*Continuous Quality Improvement |
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