

**Group: IMTH**

**Degree: Master**

**Course: Qualitative Research**

- 1. Credits: 3**
- 2. Grade & Semester: Second year, second semester**
- 3. Prerequisites: N/A**
- 4. Course objectives:**

The objectives of this course include gaining factual knowledge on qualitative research i.e. terminology, classifications, methods and trends. Specifically, enabling students to classify studies by method or paradigm and being able to describe different traditions of qualitative research such as ethnography, case study, discourse analysis and grounded theory. Moreover, the course aims to develop specific skills, competencies and the points of view needed by professionals in the field of hospitality and tourism. Specifically understanding how to record observations or design interview protocols and how to generate and apply a coding scheme for use with qualitative data. Finally, this course will aid students in gaining a broader understanding and appreciation of an intellectual-cultural activity (namely, qualitative research). Specifically, by recognizing how and when qualitative inquiry can be productive for the larger endeavor of academic research.

- 5. Course description/outline:**

Qualitative research involves the collection and rigorous analysis of observations, interviews, and other records of human activity in order to gain a richer understanding of the structures, processes and perspectives that drive or shape human behavior. This course is a graduate level introduction to qualitative research. As such, a large number of research studies that demonstrate different qualitative research methods will be reviewed to examine some of the epistemological foundations that motivate and inform the practices of qualitative inquiry. Furthermore, activities associated with executing a qualitative research study relevant to education or other human services fields will also explored and practiced.