SYLLABUS FOR TSTD 270.10 Tourism Research
Spring 2010
Room 101 Corcoran Hall
Wednesdays, 5:10 p.m. - 7:00 p.m.

Instructor
Dr. Douglas C. Frechtling
Professor of Tourism Studies

Course Description
Survey research methods and qualitative research methods and their applications to
tourism and hospitality management

Objectives
The student who successfully completes this course will be able to:

1. Develop a sample survey plan to gather data useful to managing a tourism-related
   organization that acknowledges client needs and ethical considerations;
2. Conduct a survey of a sample of a population and analyze and present its results;
3. Evaluate a sample survey conducted by others;
4. Use the results of a sample survey or other method to resolve management issues;
5. Develop reports on a sample survey through a group process;
6. Make an effective oral presentation to an audience.

Required Texts

ON BLACKBOARD SITE: D. C. Frechtling (2007), Tourism Sample Surveys: Planning,
Design, Conduct and Processing.

Other materials may be assigned for reading as well: see Blackboard course site for these
assignments

Requirements
1. Weekly reading assignments (see this course site for additional readings for each class)

2. As part of a team of 3-4 students, you will plan and conduct a sample survey of a
tourism population for an organization. The final result will be an oral report in class and
a written report (see Tourism Sample Survey Project for details). Your team and
organization choices are due in class January 13. The final report on your project must
be posted at the Blackboard site by 11:59 p.m. on May 3 (old date was April 25). Your
grade for any assignment will be reduced by 10 percent for each day or part of a day it is
late.

3. Teams make 2 oral reports on their survey projects during each of the sets of dates shown below.

4. Final exam is scheduled for the date below and will cover all topics discussed in class; bring a dark blue or black pen, and a dictionary if you wish, but no other materials; blue books will be provided.

5. Each student is expected to contribute to class discussions in a constructive manner.

Method of Evaluation
Oral report 25%
Written 35%
Final Exam 25%
Class contributions 15%
Total 100%

Points
92 - 100 = A
90 - 91 = A-
88 - 89 = B+
82 - 87 = B
80 - 81 = B-
78 - 79 = C+
72 - 77 = C
70 - 71 = C-
below 70 = F

Bibliography


**Academic Integrity**
This course will abide by the George Washington University Code of Academic Integrity. The Code is printed in the Schedule of Classes and is also available on the GW website at http://www.gwu.edu/~ntegrity/code.html Note carefully the definitions of "cheating" and "plagiarism" under this Code. A case of academic dishonesty in this course will lead to an "F" on the assignment in question at a minimum, and may lead to failure of the course. In this course, you must collaborate on the team project, but the Final Exam is an individual effort. Please accord your Instructor and your fellow students complete respect and abide by the Code.

**Note Carefully**
If it appears that snow, ice or extreme cold might affect the University class schedule, call (202) 994-5050 for a taped message about whether classes are canceled or not, or click on the "Campus Advisories" link at the bottom left corner of the front page of the GW Website, http://www.gwu.edu/

**Class Schedule**

2. January 20: Research Dimensions, Ethics and Process


4. February 3: Planning the Sample Survey Continues

X February 10: Class cancelled due to snow

5. February 17: The Data Collection Instrument

6. February 24: Oral Reports on Survey Plans I

7. March 3: Oral Reports on Survey Plans II
8. March 10: Collecting, Processing, Analyzing Data and Presenting Results


10. March 31: Operating and Analyzing a Large Tourism Survey

11. April 7: Surveys for Evaluating Advertising Programs

12. April 14: Evaluating Sample Surveys

13. April 21: Oral Reports on Survey Process and Results I

14. April 30 (Friday): Oral Reports on Survey Process and Results II

15. May 5: Final Exam

Disability Services
Any student who feels s/he may need special accommodation based on the impact of a disability should contact the Instructor privately to discuss specific needs. Please also contact the GW Disability Support Services office at 202-994-8250 in the Marvin Center, suite 242, to establish eligibility and to coordinate reasonable accommodation. For additional information, please see: http://gwired.gwu.edu/dss/