

Study programme: Master Academic Studies Management of Cultural Tourism and Cultural Heritage			
Course title: Quantitative and qualitative methods in cultural tourism (MKT107)			
Teacher: PhD Sanja Kovačić			
Status: Mandatory			
ECTS: 6			
Requirements: None			
Learning objectives: Acquiring knowledge and skills about the methods and techniques of scientific research and their application in cultural tourism. The subject will provide the basic knowledge in the field of quantitative and qualitative methods in this research area.			
Learning outcomes: Upon completion of the course students will be able to: demonstrate a systematic understanding of the methodology of scientific research and master research methods and techniques applied to the field of tourism management; demonstrate the ability of critical analysis, evaluation and synthesis of new and complex ideas; effectively use and evaluate information resources, and to apply appropriate scientific research methods of data collection and analysis in order to address specific research tasks and problems; conduct detailed research, write, and present scientific papers individually.			
Syllabus:			
<i>Theoretical part:</i>			
Research approaches, strategies and planning. Describing the problem of research. Formulating hypotheses. Review of the literature (searching publications) and the process of developing the theoretical part. Survey design and survey analysis. Measuring the variables and their operationalization. Research methodology: quantitative, qualitative and mixed (selecting the research methods, determining the population and sample for the research, data collection, data processing, data analysis, hypotheses testing, conducting discussions and presenting conclusion). Methods that will be covered: statistical analysis in SPSS statistical software, focus groups, delphi technique, interview etc.			
<i>Practical part:</i>			
Writing a research paper (parts of the scientific paper, types of professional and scientific papers).			
Literature:			
Richards, G., & Munsters, W. (Eds.). (2010). Cultural tourism research methods. Cabi.			
Veal, A. J. (2017). Research methods for leisure and tourism. Pearson UK.			
Sirakaya-Turk, E. (Ed.). (2011). Research methods for leisure, recreation and tourism. CABI.			
Фајгељ Станислав (2012). Методе истраживања понашања. Центар за примењену психологију, Београд.			
Weekly teaching load	Lectures 2 (30)	Exercises 2 (30)	
4 (60)			
Methods of Teaching:			
Teaching is conducted through lectures, exercises, and study research work. Lectures include discussions that allow interactivity. Through pre-exam and seminar papers students should use and present certain scientific research methods in the analysis of specific research problems. During the teaching process the application of scientific research methods in leading journals will be presented.			
Grading method (maximum 100 points)			
Pre-examination assignments	points	Final examination	points
Activities during lectures	0-5	Written examination	
Practical skills	0-5	Oral examination	30-45
Colloquia	15-30	
Seminar paper	0-15		