

<b>Level:</b> Bachelor		
<b>Course title:</b> Introduction to Research in Tourism		
<b>Lecturers:</b> Slobodan Marković, Nemanja Tomić		
<b>Status:</b> compulsory		
<b>ECTS:</b> 6		
<b>Requirements:</b> none		
<b>Learning objectives</b>		
<p>The main goal is for students to become familiar with the basic principles, methods and specifics of scientific research activity and scientific research work in tourism. Students should acquire enough knowledge to be able to independently analyze the course of research and scientific work, as well as to design and implement the research process, in order to be able to prepare student papers and bachelor thesis as well as other scientific and professional works in the field of tourism.</p>		
<b>Learning outcomes</b>		
<p>Upon completion of this course, the student will learn and be able to apply the basic methods of data collection and analysis required for scientific research work; will be trained for independent research work; will master the basic skills, techniques, knowledge and specific methods required for writing final papers in the field of tourism. In addition to the above, the student will master the following elements of research work:</p> <p>Searching databases and using different scientific sources  Setting up the structure of the research paper  Methods of collecting and processing primary and secondary sources of scientific material  Establishing a research hypothesis  Defining the subject, goal and methods of research  Basic research methods in tourism  Presentation of research results  Discussion and interpretation of research results  Citation of literature  Oral presentation of the research work</p>		
<b>Syllabus</b>		
<i>Theoretical instruction</i>		
<p>The term and concept of scientific research work. Primary (historical sources, statistical records, field research) and secondary sources (books, scientific articles, studies) of scientific materials and methods of their collection and processing (observation, survey, interview, experiment). Citation databases, databases and their search. The concept of hypothesis and the definition of the subject, goal and method of research. Types of scientific publications. Basic research methods in tourism. Presentation of research results, interpretation and discussion of results. Citation and basic styles of citing literature. Oral presentation of the research work. Ethical aspects of scientific research work. The structure of the bachelor thesis and scientific work in the field of tourism. Evaluation of scientific work. The concept of thesis supervisor and the role of the supervisor.</p>		
<i>Practical instruction</i>		
<p>Creating seminar papers and preparing presentations, in order to practice students' verbal and non-verbal communication. Primary and secondary sources of scientific material. Sources of population data with emphasis on modern statistical records). Using bibliographic and citation databases (KoBSON, SCIndeks, Scopus, Web of Science, Google Scholar) to collect scientific material. Making survey questionnaires and creating interviews for research purposes.</p>		
<b>Weekly teaching load</b>	<b>Lectures</b>	<b>Exercises</b>
8	4	4