



INTERNATIONAL QUALIFICATIONS  
AND ASSESSMENT CENTRE (IQAC)



<b>Programme</b>	<b>Level 7 Diploma in Tourism &amp; Hospitality</b>		
<b>Unit Number/ Unit Title</b>	<b>Unit 6 Research Project in Tourism and Hospitality Management</b>		
<b>Cohort Code:</b>	L07RTH-U6		
<b>Unit Level</b>	Level 7		
<b>Total Credits/Hours</b>	Total qualification time 200/ Total Guided learning hours 90/ Self-guided learning hours 110		
<b>Credits</b>	10 CATS/ 5 ECTS		
<b>Lecturer</b>			
<b>Start Date</b>		<b>End Date</b>	

<b>Unit Aims</b>	This module enables learners to conduct independent research on a tourism or hospitality topic of their choice, applying appropriate research methodologies and academic conventions to develop evidence- based conclusions and recommendations.		
<b>Differentiation Strategies</b> <i>(e.g. planned activities or support for individual learners according to their needs)</i>	Various approaches to addressing the various identified students' needs will be adopted throughout the lesson. Such will include: <ol style="list-style-type: none"><li>1. Progressive tasks</li><li>2. Digital resources</li><li>3. Verbal support</li><li>4. Variable outcomes</li><li>5. Collaborative learning</li><li>6. Ongoing assessment</li><li>7. Flexible-pace learning</li></ol>		

<b>Equality &amp; Diversity</b>	Variety of teaching techniques will be employed to ensure that the needs of each individual learner are met.
<b>Safeguarding &amp; Prevent</b>	Safeguarding policies and the Prevent duty are strictly observed to ensure the safety, well-being, and inclusivity of all students and staff.
<b>Health &amp; Safety</b>	SIRM H&S policies will be maintained.
<b>Learning Resources</b>	<b>Teaching and Learning Materials</b>
	<ul style="list-style-type: none"> <li>• Saunders, M., Lewis, P., &amp; Thornhill, A. (2019). Research Methods for Business Students. Pearson.</li> <li>• Veal, A. J. (2017). Research Methods for Leisure and Tourism. Pearson.</li> <li>• Creswell, J. W. (2021). Qualitative Inquiry &amp; Research Design. Sage.</li> <li>• Hair, J. F., et al. (2021). Essentials of Business Research Methods. Routledge.</li> <li>• Flick, U. (2018). An Introduction to Qualitative Research. Sage.</li> </ul>

<b>Learning Outcome</b> <b>(The learner will be able to)</b>	<b>Assessment Criteria</b> <b>(The learner can:)</b>
<b>LO1. Define a clear research aim and objectives.</b>	<b>1.1 Formulate a viable research question.</b> <b>1.2 Justify the significance of the study.</b>
<b>LO2. Apply appropriate research methods.</b>	<b>2.1 Select relevant qualitative or quantitative methods.</b> <b>2.2 Design a robust methodology.</b>
<b>LO3. Collect and analyse primary or secondary data.</b>	<b>3.1 Demonstrate rigorous data collection and ethical compliance.</b> <b>3.2 Apply appropriate analysis techniques.</b>
<b>LO4. Interpret findings in context.</b>	<b>4.1 Critically evaluate findings against literature.</b> <b>4.2 Draw valid, evidence-based conclusions.</b>
<b>LO5. Present research in professional formats.</b>	<b>5.1 Produce a structured and coherent dissertation.</b> <b>5.2 Defend research in an oral presentation.</b>

No	Learning Outcome / Topic	Learning and Teaching Activities	Which assessment criteria does the session relate to?	Day/month/year/ signature
1.	Introduction to Independent Research in Tourism and Hospitality	Understand the research process and the significance of independent inquiry.	LO1	
2.	Identifying a Research Problem and Formulating a Research Question	Develop a focused and relevant research topic.	LO1	
3.	Writing Effective Research Aims and SMART Objectives	Translate research questions into clear aims and objectives.	LO1	
4.	Reviewing Academic Literature: Purpose and Process	Understand how literature informs research questions.	LO1	
5.	Conducting a Literature Review and Avoiding Plagiarism	Learn referencing, summarising, and paraphrasing techniques.	LO1	
6.	Introduction to Research Methodologies: Qualitative, Quantitative, and Mixed Methods	Evaluate different research paradigms and approaches.	LO2	
7.	Choosing an Appropriate Methodology for Your Project	Justify methodological choices based on research aims.	LO2	
8.	Designing Research Instruments (Surveys, Interview Guides, Observation Checklists)	Develop tools to collect valid and reliable data.	LO2	
9.	Sampling Methods and Participant Recruitment	Understand how to define and select study participants.	LO2	
10.	Ethics in Tourism and Hospitality Research	Prepare for ethical clearance and responsible research conduct.	LO2	
11.	Collecting Primary Data: Surveys, Interviews, Focus Groups	Apply tools to gather original insights from the field.	LO3	
12.	Collecting Secondary Data: Industry Reports, Academic Sources, Open Datasets	Locate and evaluate data that already exists.	LO3	

13.	Organising and Preparing Data for Analysis	Clean and structure data for interpretation.	LO3	
14.	Analysing Qualitative Data: Coding and Thematic Analysis	Use content analysis techniques for open-ended responses.	LO3	
15.	Analysing Quantitative Data: Descriptive Statistics and Charts	Apply basic statistical tools to numerical datasets.	LO3	
16.	Midterm	<b>Midterm assessment</b> covering all learning outcomes (theory and practical elements)	LO1, LO2, LO3	
17.	Introduction to Data Analysis Tools: Excel, SPSS, NVivo	Familiarise with common research software.	LO3	
18.	Interpreting Results in Relation to the Research Questions	Begin identifying what the data means and why it matters.	LO4	
19.	Making Sense of Conflicting or Inconclusive Findings	Handle unexpected results in an objective way.	LO4	
20.	Drawing Conclusions and Implications	Link analysis to broader industry issues or recommendations.	LO4	
21.	Writing the Discussion Section: Reflection and Significance	Present results logically and in context.	LO4	
22.	Structuring the Final Research Report	Understand the academic format and flow of a full research paper.	LO5	
23.	Writing an Abstract, Introduction, and Background	Craft professional opening sections for your report.	LO5	
24.	Presenting Data Visually: Tables, Charts, Infographics	Enhance readability through effective data visualization.	LO5	
25.	Academic Referencing and Citation Skills (Harvard/APA Style)	Ensure integrity and proper source acknowledgment.	LO5	
26.	Proofreading, Editing, and Finalising the Research Report	Refine and polish the report for submission.	LO5	

27.	Creating a Research Presentation: Content, Structure, Style	Prepare to communicate findings to an academic or professional audience.	LO5	
28.	Presentation Delivery Skills and Practice Sessions	Rehearse for effective delivery with feedback.	LO5	
29.	Final Submission and Presentations	Deliver and defend your completed research project.	LO1 – LO5	
30.	Final Exam Preparation & Review			
31.	Final Exam			