

# Research Methods in Tourism, Hospitality and Event Management

LEI4880 | Class # 12406 | 3 Credits | Spring 2026

**UF** Department of Tourism,  
Hospitality and Event Management  
College of Health and Human Performance  
UNIVERSITY of FLORIDA

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## Course Info

### INSTRUCTOR

**Yao-Chin Wang, Ph.D., MBA, CHIA**  
Assistant Professor  
Office: FLG 186B  
Office Phone: 352-294-1656  
Email: wang.yaochin@ufl.edu  
Preferred Method of Contact: Email

### DEPARTMENT CHAIR

Rachel Fu, Ph.D., Professor  
FLG 242  
Email: racheljuichifu@ufl.edu

### OFFICE HOURS

Tuesday: 12:45 PM - 1:45 PM  
Thursday: 12:45 PM - 1:45 PM

### MEETING TIME/LOCATION

FLG 0270 M Period 3 (9:35 AM - 10:25 AM)  
FLG 0270 W Period 3 (9:35 AM - 10:25 AM)  
FLG 0270 F Period 3 (9:35 AM - 10:25 AM)

### TEACHING ASSISTANT

**Rezvan Eftekhary, Ph.D. Student**  
Email: rezvan.eftekhary@ufl.edu  
Office: FLG 166  
Office Hours: Monday: 4:00 PM - 6:00 PM

### COURSE DESCRIPTION

This course provides a foundation for conducting research in the business context. It covers key steps in the research process, including defining a research problem, reviewing relevant literature to assess the current state of knowledge, selecting an appropriate research design, developing a research plan, addressing ethical considerations, collecting and analyzing data, and presenting findings.

### COURSE LEARNING OBJECTIVES

By the end of this course, students will be able to:

- Define the scientific method to answer questions of theoretical or practical significance. Describe how to conduct a study using the scientific method.
- Discuss ethical guidelines in research. Implement these guidelines in the term research project.
- Demonstrate comprehension and knowledge of various research designs covered in the course through quizzes, individual homework assignments, and the term project.
- Independently formulate research questions, state hypotheses, select an appropriate method, create a research instrument, collect data, do basic analyses, and report and interpret the results.
- By the end of the course, students will be able to design and carry out a small-scale research project in tourism, hospitality, leisure, park management, sport management, or related fields. The project will include a problem statement, search for related literature on the topic of interest and available statistical data, selection of an appropriate research method, formulation of hypotheses and/or expected outcomes, data collection and analysis.
- Practice oral and written skills in presenting results of a research project. Students will demonstrate their skill via a recorded presentation.

## RECOMMENDED MATERIALS

### Textbook [optional]:

Gray, David. (2020). Doing research in the business world (2nd ed.). Sage. ISBN: 978-1-5297-0672-7.

***Instructional materials for this course consist of only those materials specifically reviewed, selected, and assigned by the instructor. The instructor is only responsible for these instructional materials.***

## UF Approved AI Tools

Per [UF Information Technology guidance](#) on protecting UF Data, Restricted Data, Sensitive Data, and UF Intellectual Property: students, staff, and faculty should exclusively utilize [NaviGator AI Chat](#) for their UF-related operations.

## Course & University Policies

### ATTENDANCE POLICY

Attendance is required for all dates of this class. Class engagement points will be completed through your in-person class attendance.

### PERSONAL CONDUCT POLICY

All students are expected to uphold the Honor Code: *“We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.”*

*“The university requires all members of its community to be honest in all endeavors. A fundamental principle is that the whole process of learning and pursuit of knowledge are diminished by cheating, plagiarism and other acts of academic dishonesty.”*

The following pledge will be either required or implied on all work: *“On my honor, I have neither given nor received unauthorized aid in doing this assignment.”*

It is the student's duty to abide by all rules set forth in the UF Undergraduate Catalog. Students are responsible for reporting any circumstances that may facilitate academic dishonesty.

## ACADEMIC HONESTY

Plagiarism and other violations of academic honesty will be punished with a 0% grade for the assignment. Additionally, after the second incident, the offender will be reported to the head of department and/or graduate school for subsequent actions. The UF defines plagiarism in the following way

(<https://www.dso.ufl.edu/sccr/process/studentconduct-honor-code>):

*“(a) Plagiarism. A student shall not represent as the student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:*

- 1. Quoting oral or written materials, including but not limited to those found on the internet, whether published or unpublished, without proper attribution.*
- 2. Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authored by the student.”*

## EXAM MAKE-UP POLICY

Follow closely the course logistics concerning the submission of your work. All deadlines posted on Canvas follow the **Eastern Time Zone**. A minor sickness or a short travel will not be considered an excuse for not returning the assignments and tests. It will be possible to take make-up quizzes or exams missed due to a medical reason (confirmed by a doctor) or an unforeseen family emergency. It is the student's responsibility to provide documentation **as soon as conditions permit** via email to the instructor.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

## ACCOMMODATING STUDENTS WITH DISABILITIES

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center by visiting their Get Started page at

<https://disability.ufl.edu/students/get-started/>. It is important for students to share their accommodation letter with their instructor and discuss their access needs **as early as possible** in the semester.

## COURSE EVALUATIONS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

## Getting Help

### HEALTH & WELLNESS

- U Matter, We Care: If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352 392-1575
- Counseling and Wellness Center: <https://counseling.ufl.edu/>, 352-392-1575
- Sexual Assault Recovery Services (SARS) - Student Health Care Center, 392-1161
- University Police Department, 392-1111 (or 9-1-1 for emergencies) <http://www.police.ufl.edu/>

## ACADEMIC RESOURCES

- E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. <https://lss.at.ufl.edu/help.shtml>
- Career Connections Center, Reitz Union, 392-1601. Career assistance and counseling. <https://career.ufl.edu/>
- Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.
- Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <http://teachingcenter.ufl.edu/>
- Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <http://writing.ufl.edu/writing-studio/>
- Student Complaints On-Campus: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/> On-Line Students Complaints: <http://distance.ufl.edu/student-complaint-process/>

## Grading

The total grade (0-100%) will be a combination of the grades in the following categories:

1. **Class Engagement (20%).**
2. **Reading Reflection (50%). Five times.**
3. **Individual Term Paper (30%)**

### Criteria for Grading:

Evaluation Components	Points Per Component	Approximate % of Total Grade
Class Engagement (20%)	200 points	200/1000 = 20%
Reading Reflection (50%)	500 points (100 points each*5)	500/1000 = 50%
Individual Term Paper (30%)	300 points	300/1000 = 30%
<b>Total</b>	<b><u>1,000 points</u></b>	

### Class Engagement (20%)

Class Engagement will be counted on all lecture dates. All absences, including those due to religious observance or representation of official university-approved trips, ***must be arranged in advance*** with the instructor. It will be possible to earn Class Engagement points missed due to a medical reason (confirmed by a doctor) or an unforeseen family emergency. It is the student's responsibility to provide documentation **via email to the instructor as soon as conditions permit**.

### Reading Reflection (50%)

Students will be guided to read the assigned articles, and then submit a 2-page report (PDF file; free format) on:

- Summarizing the research method used in the article (20%).
- Evaluating the research method used in the article (30%).
- Alternative methodological approaches that can be used for the topic (50%).

### Individual Term Paper (30%)

Students will work individually on a problem of their interest. Throughout the semester, there will be deadlines to guide students in developing sections of the term paper. Either qualitative or quantitative, students can collect their own data or use secondary data. The term paper should be submitted as a PDF file before the announced deadline at the end of this semester.

### Structure of the Individual Term Paper:

1. **Title.** Reflects the project's focus well. It can include a subtitle.
2. **Introduction.** Introduce the problem, issue, or need. Briefly discuss the problem/challenge and the benefit of addressing it, using relevant statistics to support your point. Introduce definitions and key terms. State the objectives of the study. Mention the type of research design.
3. **Background/Problem Statement.** Narrow down on the specific problem/challenge faced by the industry:
  - *What is currently happening in the market today? (i.e., What's the current situation?)*
  - *What are companies and/or individuals struggling with most, and why?*
  - *What are the specific problems, needs, and/or pain points?*
  - *What are the potential benefits of addressing these problems, needs, and/or pain points? This will help readers understand why your project is valuable and encourage them to continue reading.*
  - *What data points help to support answers to the above questions?*
  - *What frameworks/models/data can be used to enhance readers' understanding of this information?*
4. **Method/Instrument/Data Collection.** Explain who your target population is for this project. Describe your research instrument. Give specifics about how you collect the data. Using secondary data in quantitative or qualitative research is strongly encouraged. Because this is a learning project, we do not require large samples. If you plan to collect data yourself for a quantitative study, aim for 30-50 valid cases/respondents; for qualitative research, 7-8 interviews may be sufficient.
5. **Data Analysis.** Analyze your data, summarize, and present the results using tables, figures, charts, or graphs.
6. **Conclusion.** Briefly restate the problem and summarize the research results. Interpret the findings. Provide recommendations and/or managerial implications. Emphasize the importance of using your solution in the business/industry.
7. **Supplementary Material.** At the end of your presentation, on separate pages, please provide your research instrument (e.g., interview questions or survey).
8. **References.** APA style should be used in both the in-text citations and the reference list.

### Levels of Grading Criteria:

#### **For Reading Reflection (20%), and Individual Term Paper (20%)**

1. **90-100%: Excellent.** Excellent, scholarly, and advanced college-level work. Original, insightful ideas, in-depth discussion. Well organized and structured. Excellent grammar, careful formatting.
2. **80-90%: Good.** Good college-level work that well exceeds minimal requirements. Original, well-organized. A good understanding of the topic is demonstrated. Acceptable grammar. Some areas are noticeably weaker than others.
3. **70-80%: Satisfactory.** Average work. The assignment is not carefully thought through, and/or the presentation is not cohesive. Improvement is needed in depth, originality of thought, structure, and presentation.
4. **60-70%: Marginal.** Below-average work. Substantial improvements are needed in the areas of content, reasoning, and delivery, as well as grammar and formatting.
5. **Below 60%: Failure.** The assignment is not submitted or is incomplete.

### GRADING SCALE

More detailed information regarding current UF grading policies can be found here:

<https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>.

*Any requests for additional extra credit or special exceptions to these grading policies will be interpreted as an honor code violation (i.e., asking for preferential treatment) and will be handled accordingly.*

**The final percentage points are translated into the letter grades as follows:**

Grade	% (Grade Point)	Grade	% (Grade Point)	Grade	% (Grade Point)
<b>A</b>	93 - 100 (4.0)	<b>B-</b>	80 - 82.99 (2.67)	<b>D+</b>	67 - 69.99 (1.33)
<b>A-</b>	90 - 92.99 (3.67)	<b>C+</b>	77 - 79.99 (2.33)	<b>D</b>	63 - 66.99 (1.0)
<b>B+</b>	87 - 89.99 (3.33)	<b>C</b>	73 - 76.99 (2.0)	<b>D-</b>	60 - 62.99 (0.67)
<b>B</b>	83 - 86.99 (3.0)	<b>C-</b>	70 - 72.99 (1.67)	<b>E</b>	0-59.99 (0)

Note: A score below 60 constitutes a failing grade. If you notice a scoring error in your quiz or homework, please notify the instructor **within one week from the day your work was graded**. No issues regarding scoring will be reviewed beyond this one-week period.

## Weekly Course Schedule

The following course outline is **tentative**. Any changes to this outline will be announced in class and on Canvas. It is the student's responsibility to note the changes.

**Monday: 9:35 AM - 10:25 AM (Room: FLG 0270)**  
**Wednesday: 9:35 AM - 10:25 AM (Room: FLG 0270)**  
**Friday: 9:35 AM - 10:25 AM (Room: FLG 0270)**

### WEEKLY SCHEDULE

DATE	Module	TOPIC
1/12 M	Orientation	Syllabus & TA Introduction
1/14 W	M1	Differences in Research Methods
1/16 F	M1	Research Resources and Top Journals
1/19 M <i>Holiday</i>		
1/21 W	Reading Reflection #1	Guided Reading on Paper 1
1/23 F	M1	Ethics in Research
1/26 M	Reading Reflection #1	Writing Your Reading Reflection on Paper 1
1/28 W	M1	APA Style
1/30 F	M2	Literature Search
2/2 M	Reading Reflection #2	Guided Reading on Paper 2
2/4 W	M2	Literature Categorization
2/6 F	M2	Literature Review
2/9 M	M2	Literature-Driven Framework Building
2/11 W	<b>Your Individual Term Paper: Title, Introduction</b>	
2/13 F	Reading Reflection #2	Writing Your Reading Reflection on Paper 2
2/16 M	Reading Reflection #3	Guided Reading on Paper 3
2/18 W	M3	Hypothesis and Research Models
2/20 F	M3	Variables and Measurements
2/23 M	Reading Reflection #3	Writing Your Reading Reflection on Paper 3
2/25 W	M3	Reliability and Validity
2/27 F	M3	Survey Design
3/2 M	Reading Reflection #4	Guided Reading on Paper 4
3/4 W	M3	Sampling
3/6 F	<b>Your Individual Term Paper: Background/Problem Statement</b>	
3/9 M	Reading Reflection #4	Writing Your Reading Reflection on Paper 4
3/11 W	M4	Descriptive and Inferential Statistics
3/13 F	M4	Correlational Analysis
3/16-3/20 <i>Spring Break</i>		
3/23 M	M4	Linear Regression
3/25 W	M5	Case Studies
3/27 F	M5	Interviews
3/30 M	M5	Field Observation
4/1 W	M5	Focus Group
4/3 F	Reading Reflection #5	Guided Reading on Paper 5

4/6 M	M5	Thematic Analysis
4/8 W	<b>Your Individual Term Paper:</b> Method/Instrument/Data Collection	
4/10 F	Reading Reflection #5	Writing Your Reading Reflection on Paper 5
4/13 M	Special Topic: My brand love research	
4/15 W	Special Topic: My mindfulness research	
4/17 F	<b>Your Individual Term Paper:</b> Data Analysis	
4/20 M	<b>Your Individual Term Paper:</b> Conclusion	
4/22 W	<b>Your Individual Term Paper:</b> Supplementary Material, References	
4/24 F <i>Reading Day (no class)</i>		
<div><b>Individual Term Paper</b> Due: Wednesday, 4/29/2026 @ 5:00 PM</div>		