

## Research Orientation



### SCHOOL

Esthua National Institute of  
Tourism (INNTO France)



### CAMPUS

Saint-Serge



### LEVEL

1st year Master's degree



### OPEN TO EXCHANGE STUDENTS

No



### SEMESTER

Fall (S1)

> **Degree course:** International Hospitality Management

> **Teaching unit:** UE 6 Research Skills

> **Course language:** English

> **Duration (hours):** 8

> **ECTS:** 1

> **Teacher(s):** Ms Marie-Christine Bonneau

#### > **Assessment:**

Continuous assessment

Final exam

#### > **Teaching methods:**

Lecture course            hours

Tutorial course        8 hours

Practical work            hours

Case study

Project

## COURSE DESCRIPTION

A brief and practical introduction to research current context, objective, process and tools, focusing on the hospitality sector.

1. Why complete a research project at master level?
2. What makes research specific and different from open information? public information? general academic information?
3. Vocabulary: main tools and lexikon to approach research as a beginner
4. The academic paper: how to select it, how to read it, how to quote it
5. My research question: a first brainstorming

## OBJECTIVES

- The student must be aware of issues in managing a research project, as a student, in the frame of the master programme;
- The student must understand research process and issues (in general) and become more familiar with research academic writings;
- The student must learn, understand and master a basic vocabulary in research methodology (key word, and key concept, problem definition, hypothesis, research findings and results, etc);
- The student must be able to identify an academic paper in social science and assess its pertinence referring to a research question.

## SELECTIVE BIBLIOGRAPHY

- Roy C. Wood, Key concepts in Hospitality Management, Sage 2013.
- C. George Thomas, Research methodology and research writing, springer, 2021 (Chapter 1 to 3).
- Victor Jupp, The Sage Dictionary of Social Research Methods, Sage, 2006.