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University of Central Florida

The Rosen College of Hospitality Management

## COURSE TITLE: Research Seminar Hospitality and Tourism

## COURSE NUMBER: HFT7588

## CREDIT HOURS: 1 CREDIT HOUR

## CLASS HOURS: FRIDAY 11:00 AM – 1:00 PM

## CLASS LOCATION: RSH # 213

**Professor: Dr. Robertico R. Croes**

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**Phone: (407) 903 – 8028**

**Office Hours: Monday: 11:00AM-12:30PM and Tuesday 2:30 PM – 4:30 PM, or by appointment (#231D)**

**Course Description:**

The focus of this course is on theory building and development in hospitality and tourism. Is theory related to falsifiability (Popper) or is theory more connected to the emergence of paradigms and laws (Kuhn)? Kuhn claims that theory progresses by discovering anomalies to the conventionally accepted paradigm. The mission of the researcher from this perspective is to continuously engage in a journey searching for anomalies.

Observation of hospitality and tourism research seems to indicate however a convention that does not stand up to the standards of the anomaly-seeking researcher. For example, the conventional protocol reveals the observation of some successful cases, the discovery of conditions of success and the suggestion of implications stemming from those discovered conditions of the observed successful companies. “Best practices of the successful companies” are then propagated for other companies to follow. However, the applicability of these “best practices” is clouded by the ambiguity of the causality question and may reflect the so-called “Ana Karenina bias”.

The premise of this course is that rigorous scholarship helps managers know what actions will lead to the results they seek, given the circumstances in which they find themselves. After all, theory is about explaining what is expected to happen and why it is expected to happen. Theory should explain, predict and delight. Understanding the principles guiding research is crucial for theory building. These principles run the gamut of (1) linking research to relevant theory; (2) framing significant questions that can be empirically investigated; (3) identifying most important variables and their relationships; (4) engaging in post-factum interpretation; and (5) providing empirical generalization.

**Prerequisites:**

Admission to the PhD Hospitality program and consent of the Instructor.

**Goals and Objectives:**

The course consists of three goals: (1) to examine the issues in hospitality and tourism research; (2) to encourage disciplined, creative and open-minded thinking; and (3) to become familiar with the research process.

At the end of the course students will be able to do the following:

1. Students will evaluate research papers
2. Students will develop an understanding on how papers are refereed and why they are published
3. Students will develop an understanding of the ethical and legal issues conducting research in hospitality and tourism including authorship, credit and collaboration in research, research misconduct, data management, and informed consent
4. Students will develop an understanding of personal ethics involved in being a PhD student, a researcher, and a teacher.

To achieve these objectives, students are required to realize the following assignments:

1. The student should participate in class discussions.
2. The student should attend four research colloquia organized by the Dick Pope Sr. Institute *for* Tourism Studies
3. The student should assess in writing and discuss in class the presentations at the DPTIS research colloquia.
4. The student should write a paper assessing journal articles regarding destination marketing.
5. The student should complete the CITI Training.

**Assignments:**

These four objectives are realized through five assignments covered during the semester.

The first assignment is to complete all assigned reading material and to actively participate in class discussions.

The second assignment consists of attending the four research colloquia, organized by the Dick Pope Sr. Institute *for* Tourism Studies. The dates of each colloquium are supplemented in the detailed syllabus. Students should submit a three-page discussion summary of each colloquium the following class as indicated in the detailed syllabus. The paper should cover summary, evidence supporting claims, strengths and weaknesses, (and) evaluation (if you would recommend the presentation for publication or not). Students should also provide lively talking points that elicit discussion in class.

The third assignment involves two brief essays of 1500 words each evaluating the research problem, questions and methodology of journal articles regarding destination management. Each essay should cover three journal articles.

The fourth assignment includes writing a paper about destination management. For this particular topic, students should read at least ten journal articles (between 1980 and 2011). You should find the best examples of journal articles on the topic which have had an impact in whichever terms you think is important. Students are expected to provide sound reasoning in selecting these articles and should apply the scientific principles in assessing these articles as discussed in class. The paper should not exceed 4000 words and should comply with the standards of a research note from a reputable journal.

And the fifth assignment is the completion of the CITI training.

**Format:**

The course will be guided by the Instructor on record. He may be joined by invited Faculty members who will share their expertise on a particular component of the research process. The invited faculty members could take up to two sessions to cover the topic under review. The course will meet weekly and will be organized around the four assignments discussed above.

The course is organized around three sections. Section one addresses topics regarding how to think, how to engage in the research process, how to prevent research pitfalls, such as the ‘Anna Karenina bias’ and the planning of the dissertation process. Students will apply the research process by delivering a paper assessing at least ten journal articles regarding destination marketing in conformity to assignments three and four described previously. In addition, students should read at least three high quality journal articles for each essay (assignment three), share the articles with the class and prepare for discussion during the seminar.

Section two relates to the four research colloquia organized by the DPITS. The institute organizes four colloquia during the Spring semester covering timely topics in hospitality and tourism research. The presentations are delivered by Rosen faculty, invited UCF faculty or outside UCF faculty. Students will get an opportunity to learn first-hand about framing of research problems, methodology and presentation delivery. Students are required to attend each one of the sessions and write an evaluation of the sessions for the next class.

The last section will consist of class discussion regarding the ethical aspects related to the research process. Plagiarism, IRB requirements and legal pitfalls in publications and grant writing will be addressed.

In the last class, students will submit their final paper and will deliver a presentation. The presentation requirements will be announced later.

All assignments are individual assignments.

**Reading:**

Sutton, R. & Staw, B. (1995). What theory is not. Administrative Science Quarterly, 40(3), 371-384.

DiMaggio, P. (1995). Comments on “What theory is not”. Administrative Science Quarterly, 40(3),391-397.

Weick, K. (1995). What theory is not, theorizing is. Administrative Science Quarterly, 40(3), 3385-390.

Shugan, S. (2007). The Ana Karenina Bias: which variables to observe? Marketing Science, 26(2), 1-4.

Shugan, S. (2006). Errors in the variables, unobserved heterogeneity, and other ways of hiding statistical error. Marketing Science, 25(3) 203-216.

Carlile, P. & Christensen, C. (2004). The cycles of theory building in management research. http://www.hbs.edu/faculty/Publication%20Files/05-057.pdf, retrieved 12/15/12, 6:30pm.

Xiao, H. & Smith, S. (2006). The making of Tourism Research. Annals of Tourism Research 33(2), 490-507.

Tribe, J. (1997). The Indiscipline of Tourism. Annals of Tourism Research 24(3), 638-657.

Pernecky, T. (2010). The Being of Tourism, The Journal of Tourism and Peace Research 1(1), 1-15.

Ritchie, B.,Sheehan, L. & Timur, S. Tourism Sciences or Tourism Studies?Implications for the Design and Content of Tourism Programming. http://teoros.revues.org/1621, retrieved 12/15/12, 6:39pm.

Pansiri, J. (2005). Pragmatism: A methodological approach to researching strategic alliances in tourism. Tourism and Hospitality Planning & Development 2(3), 191-206.

Xiao, H. & Smith, S. (2006). Case studies in tourism research: a state-of-the-art analysis. Tourism Management 27, 738-749.

Durand, R. & Vaara, E. (2006). A true competitive advantage: reflections on different epistemological approaches to strategy research. http://www.hec.edu/var/fre/storage/original/application/8a31d7f5eec4ceaa4ffbb0691e9ebff1.pdf, retrieved 12/16/12, 6:49pm.

Smallman, C. & Moore, K. (2008). Process studies of tourism decision-making. http://dspace.lincoln.ac.nz/dspace/bitstream/10182/2256/1/cd\_dp\_116.pdf, retrieved 12/16/12, 6:53pm.

**CITI Training Information**

Instruction page:

<http://www.research.ucf.edu/Compliance/IRB/Investigators/Docs/CITI_Instructions.pdf>.

Website:

[www.citiprogram.com](http://www.citiprogram.com).

**Recommended Reading**

Sowell, T. (2007). A Conflict of Visions, Basic Books: New York.

Sharpley, R. (2011). *The Study of Tourism: Past Trends and Future Directions*. Routledge: London.

Baggio, R. and Klobas, J. (2011). *Quantitative Methods in Tourism*. Channel View Publications: Bristol, UK.

Additional readings will be assigned by the Instructor or invited faculty members.

**Measuring Achievement:**

Students will read and discuss articles, analyze research across the various sectors of hospitality and tourism, complete a literature review of a selected topic at the end of the semester and a paper recommended for a conference presentation.

**Grading Scheme:**

The grade in this course will be computed as follows: assignments 1-4 will have a maximum score of 50 points each; total class discussion (including presentations for assignments 1-4) will have a maximum score of 125 points; final paper is 100 points, while final presentation is 75 points.

451-500 points = A

401-450 points =B

351-400 points =C

301-350 points = D

300 points or fewer = F

Students must complete all assignments by the required submission due dates. A student may make up a missed assignment only by presenting a written documented excuse (medical, legal, etc.) In the case of a family emergency, the instructor reserves the right, in his sole discretion, to refuse to grant any make-up assignment. If an assignment or any of the requirements is not completed, the student will receive a zero for that portion of the course grade.

**Ethics**:  
As reflected in the UCF creed, integrity and scholarship are core values that should guide our conduct and decisions as members of the UCF community. Plagiarism and cheating contradict these values, and so are very serious academic offenses. Students are expected to familiarize themselves with and follow the University’s Rules of Conduct (see <http://www.osc.sdes.ucf.edu/>).

**Academic Dishonesty/Plagiarism:**

Additionally, if you are uncertain as to what constitutes academic dishonesty, please consult The Golden Rule, the University of Central Florida's Student Handbook (http://www.goldenrule.sdes.ucf.edu/) for further details. As in all University courses, The Golden Rule Rules of Conduct will be applied. Violations of these rules will result in a record of the infraction being placed in your file and receiving a zero on the work in question AT A MINIMUM. At the instructor’s discretion, you may also receive a failing grade for the course. Confirmation of such incidents can also result in expulsion from the University.

Many incidents of plagiarism result from students’ lack of understanding about what constitutes plagiarism. However, you are expected to familiarize yourself with UCF’s policy on plagiarism. All work you submit must be your own scholarly and creative efforts.  UCF’s Golden Rule defines plagiarism as follows: “**whereby another’s work is used or appropriated without any indication of the source, thereby attempting to convey the impression that such work is the student’s own.**” Any type of academic dishonesty in this class will be dealt with strictly in accordance with the Rules of Conduct and the Disciplinary Process for the University of Central Florida, as described in the latest edition of The Golden Rule, the UCF Student Handbook.

**Students with Disability Access Statement:**

The University of Central Florida is committed to providing reasonable accommodations for all persons with disabilities. This syllabus is available in alternate formats upon request. Students with disabilities who need accommodations in this course must contact the professor within two weeks of the beginning of the semester to discuss needed accommodations. No accommodations will be provided until the student has met with the professor to request accommodations. Students who need accommodations must be registered with Student Disability Services, Student Resource Center Room 132, phone (407) 823-2371, TTY/TDD only phone (407) 823-2116, before requesting accommodations from the professor.

**Detailed Syllabus:**

The course schedule is tentative and subject to change. Changes will be announced in class. If a student misses class, the student is still responsible for these changes.

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| **Date** | **Topic** | **Reading material** |
| 01/11 | Introduction: syllabus and assignments  Topic: How to think and the most promising idea  DPTIS Research Colloquium |  |
| 01/18 | Dissertations 101: it is not too early to start planning  Research design, research problem and research questions |  |
| 01/25 | Debate research: The relevance of good theory and the “Anna Karenina Bias”. |  |
| 02/01 | Discussion | Three journal articles on destination management |
| 02/08 | Debate Research: Data, variables and hypotheses: integrity in data management (fabrication, falsification and confidentiality) |  |
| 02/15 | DPTIS Research Colloquium |  |
| 02/22 | Discussion of presentations colloquium | Two page evaluation |
| 03/01 | Discussion | Three journal articles on destination management |
| 03/08 | **Spring break** |  |
| 03/15 | DPTIS Research Colloquium |  |
| 03/22 | Discussion of presentations colloquium | Two page evaluation |
| 03/29 | How to get your paper published |  |
| 04/05 | Funding Research: ethical and legal pitfalls in Academia |  |
| 04/12 | Grant writing: plagiarism and self-plagiarism | Proof of completion CITI Training |
| 04/19 | DPTIS Research Colloquium |  |
| 04/26 | **Final Exam** | Final Paper |
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