



Course syllabus

School of Business and Economics
Department of Marketing and Tourism Studies

4TR521 Introduktion till forskningsdesign, 7,5 högskolepoäng
Introduction to Research Design, 7.5 credits

Main field of study

Tourism Studies

Subject

Tourism and Recreation Studies

Level

Second cycle

Progression

A1F

Date of Ratification

Approved 2021-01-27.

Revised 2026-01-12. Prerequisites and standard texts.

The course syllabus is valid from autumn semester 2026.

Prerequisites

Specific entry requirements:

A Bachelor's degree of 180 credits, including 30 credits in Tourism Studies or Business Administration, as well as English 6/English level 2, or equivalent.

Objectives

After completing this course the student should be able to:

- explain and distinguish traditions within the philosophy of social science
- evaluate the use of different social science research methods in Tourism Studies
- develop research designs integrating different methods to address research questions

- design a draft research proposal for a master thesis project

Content

The course covers the following areas and concepts:

- overview of traditions within the philosophy of social science, including contemporary issues and debates
- it covers social science methodology in Tourism Studies, and gives the student the opportunity to specialize in one or several research methods
- the course is directly preparatory for the master thesis in that it covers research design and research proposal

Type of Instruction

The teaching consists of lectures, seminars and supervision.

Examination

The course is assessed with the grades A, B, C, D, E or F.

The course is examined through two individual written research proposals 3 credits each, and individual oral participation in workshops 1.5 credits.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

Resit examination is offered in accordance with Linnaeus University's Local regulations for courses and examination at the first- and second-cycle levels.

In the event that a student with a disability is entitled to special study support, the examiner will decide on adapted or alternative examination arrangements.

Course Evaluation

A course evaluation should be conducted during the course or in connection with its conclusion. The results and analysis of the completed course evaluation should be promptly communicated to students who have completed the course. Students participating in the next course instance should be informed of the results of the previous course evaluation and any improvements that have been made, no later than at the start of the course.

Overlap

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course:
4TR520 with 7,5 credits.

Required Reading and Additional Study Material

Required Readings

Flick, U., *An introduction to qualitative research*. Sage. Latest edition. About 100 pages.

Saunders, M., Lewis, P., & Thornhill, A., *Research methods for business students*.

Prentice Hall. Latest edition. About 100 pages.

Scientific articles. About 250 pages.

Methodology book chapters. About 150 pages.

Reference literature

Nunkoo, R., *Handbook of Research Methods for Tourism and Hospitality Management*, Edward Elgar Publishing. Latest edition. About 590 pages.