



南开大学 旅游与服务学院
Nankai University COLLEGE OF TOURISM AND SERVICE MANAGEMENT

Nankai University Postgraduate Course Syllabus



College: College of Tourism and Service Management

There are 4 compulsory courses for doctoral degree student in the first year of study.

1. Quantitative Research Approach

Course Code: 14511020

Teaching Hours: 32 hours

Course Credits: 2

Course Description

This course mainly focuses on quantitative research methods widely used in tourism literature and aims to introduce the theory and practice of emerging quantitative methods. The aim of this course is to equip the students with the right quantitative research methods in the area of tourism and related research fields.

Course Content

- Introduction to different quantitative research methods
- Experiment related methodology and causal inference related methodology
- Data mining related methodology
- Structural equation modeling
- Survival model
- Multiple regression
- Tourism forecasting



2. Social Science Research Method (Qualitative)

Course Code: 14511021

Teaching Hours: 32hours

Course Credits: 2

Course Description

This course introduces the characteristics of social science research methods, the application of thinking mode. The course mainly includes the origin paradigm and characteristics of social research, qualitative research design. Through the study of this course, the students can apply the qualitative research methods to carry out qualitative research in tourism and can also combine the qualitative and quantitative methods in conducting tourism research effectively and efficiently.

Course Content

- Overview of Research Paradigm and Research Methods of Social Science;
- Social Science Research Design;
- Data Analysis and Theory Construction;
- Literature and Experimental Research;
- Field Work Method, Case Study Method, Social Network Analysis Methods;
- Longitudinal Interview Research Method.



3. Applied Research Method

Course Code: 14511022

Teaching Hours: 32 hours

Course Credits: 2

Course Description

This course explores basic concepts, theories, and research logics of social science research methods. With classical cases and examples of social science, it introduces the method system of social research in a systematic way and covers five modules: research foundations, research design, data collection, data analysis and writing research report. This course aims to enable students to enrich their knowledge of social science research methods, understand the theoretical principles on which scientific research are based and guide them to apply research methods skillfully when carrying out actual research.

Course Content

- Research Foundations and Process
- Research Design
- Data Collection;
- Data Analysis;
- Research Ethics
- Research Report/Paper Preparation.



4. Theoretical Perspectives in tourism research

Course Code: 14511023

Teaching Hours: 32 hours

Course Credits: 2

Course Description

The theoretical perspectives in tourism research explore various theoretical thinking and approaches in understanding modern tourism industries. The aim of the course is to develop student's critical thinking skills from both theoretical and practical perspectives through high level research seminars, understanding and assessing existing concepts and theories and their application in the tourism industry operations.

Course Content

- Theoretical System of Tourism;
- Concepts and Theories Related to Tourism Research
- The Research Frontier of Travel Service Enterprises;
- Analysis of Enterprise Survival and Failure;
- Research Frontiers and Trends in Tourism Geography;
- Research on Service Product Innovation;
- Study on the Problem of Tourism Poverty Alleviation under the Background of Rural Revitalization;
- The Research Frontier of Destination Marketing;

College of Tourism and Service Management, Nankai University

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