Research Methods in Leisure, Tourism, and Hospitality

Professor: Sheng-Hsiung Tsaur

Time: Tue 6:00 ~ 9:00pm
Venue: D01-402

A. Objectives of the Course

I. To strengthen students in application of research methods. Topics included:
a. Basic principles of scientific methods
b. Manipulation and application of research methods

II. Training student to have problem-solving ability after undergoing the basic concept of research methods.

III. To train student to comment on international journals, and getting them to prepare on thesis writing.

IV. To cultivate student to carry out research using the proper research method, and also to train them to have the ability to carry out research independently.

B. Teaching Materials


II. Other references

4. 古永嘉、楊雪蘭，企業研究方法，華泰書局，第十版
5. 吳萬益、林清河，企業研究方法，華泰書局
6. 黃俊英，企業研究方法，東華書局 (2311-4027)

C. Grading

Literature review (20%), assignments (20%), Mid-term exam (15%), commentary on literature (20%), proposal (20%)
SYLLABUS

4. 古永嘉，楊雪蘭，企業研究方法，華泰書局，第十版
5. 吳萬益，林清河，企業研究方法，華泰書局
6. 黃營杉，汪志堅，研究方法，華泰書局
7. 黃俊英，企業研究方法，東華書局 (2311-4027)

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<td>Journals provided</td>
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<tr>
<td>09/29</td>
<td>What is research</td>
<td>Scientific Inquiry (Chap3)</td>
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<td>Homework1 (definition)</td>
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<td>Secondary data collection</td>
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<td>(Government Statistical data)</td>
<td>Home work2</td>
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<td>Key word &amp; abstract</td>
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<td>Research design</td>
<td>Homework2 Discussion Fundamentals of Research</td>
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<td>Homework4 Discussion PDC Using Survey</td>
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<td>Instruments (Chap10)</td>
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<td>Observation, interviews, content analysis</td>
<td>PDC Using Observation, In-Depth Interview, etc.</td>
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<td>(Chap11) Content analysis</td>
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伍、参考範例文獻
休閒研究方法專論

一、重要概念

1. 試述何謂探索性研究（exploratory studies）？何謂描述性研究（descriptive studies）？何謂因果性研究（causal studies）？您看的 paper（以下簡稱該 paper）屬於何種研究？

2. 試述下列相關名詞之定義：
   1. Observation, Facts
   2. Concepts, Constructs
   3. Constitutive Definitions, Operational Definitions
   4. Variables, Independent variable, dependent variable, extraneous variable
      Moderating variable, Intervening variable
   5. Hypothesis
   6. Theory
   7. Model

二、文獻評述導引

1. 試找出該 paper中所使用到的相關名詞定義。
2. 如何發展研究問題（research problem）？試述該 paper的作者如何定位（positioning）其研究？
3. 試述該 paper的觀念性架構（conceptual framework）？其與過去研究有何差異？
4. 試述該 paper如何建立其研究假設（hypothesis）？推論邏輯之原理？試舉二例說明之。
5. 試述該 paper中所使用變數之操作性定義？使用之依據？
6. 試述一般衡量尺度（measurement scale）的類別？試述該 paper問卷設計之依據？衡量方式如何？
7. 試述該 paper如何進行抽樣設計（sampling）？如何進行初級資料收集？
8. 何謂信度（reliability）與效度（validity）？該 paper如何檢定信度與效度？
9. 試述該 paper之研究結果（results）與討論意涵（discussion & implication）。
10. 該 paper對您的啟示？（刊登理由、延伸或修正架構、應用意涵）

三、範例文獻