Courses in English
Course Description

Department
Course title
Hours per week (SWS)
Number of ECTS credits
Course objective

Prerequisites
Recommended reading

Teaching methods
Assessment methods
Language of instruction

Name of lecturer
Email
Link
Course content

Remarks
Courses in English
Course Description

14 Tourism

Qualitative Market Research in Tourism

To introduce the students to the market research industry focusing on qualitative research in the tourism sector.

Good English skills (B2 level)

The learning material will be distributed during the seminar (slides, market research case studies, video)

Seminar style with a practical case

regular attendance, practical case and written examination at the end of the semester

English

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"Measure what is measurable, and make measurable what is not so (Galileo Galilei)".

Introduction to market research, designing a research project, selecting an appropriate sample, planning and conducting qualitative research, analysing data, reporting research findings with the presentation of different case studies focusing in particular the tourism industry.