UAB
Universitat Autònoma de Barcelona

Research Methodologies and Techniques

Code: 44174
ECTS Credits: 6

2025/2026

Degree	Type	Year
Tourism Management in Cultural Heritage	OB	1

Contact

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Teachers

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Teaching groups languages

You can view this information at the end of this document.

Prerequisites

There are no prerequisits

Objectives and Contextualisation

The objective of this module is that the student can acquire the necessary skills to adequately manage scientific knowledge within the field of arts and humanities and tourism, and more specifically related tourist activities with heritage. At the same time, the student is offered the methodological tools necessary for the analysis and resolution of problems identified in professional practice

Competences

- Analyse different cultural projects of public and private institutions in relation to cultural heritage for tourism.
- Analyse the value of arts, humanities and social sciences applied to tourism.
- Assume responsibilities and decisions critically and autonomously.

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- Design and develop research projects in the area of management of cultural heritage for tourism.
- Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
- Manage and develop original contributions in the framework of theoretical research and/or practical application.
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Learning Outcomes

1. Apple the technical principles of scientific communication, orally and in writing, in the presentation of projects in the area of management of cultural heritage for tourism.
2. Assume responsibilities and decisions critically and autonomously.
3. Identify and select research methodology adequate to the question and objectives of the study.
4. Identify public and private organisations working with statistical data in the cultural tourism sector.
5. Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
6. Manage and develop original contributions in the framework of theoretical research and/or practical application.
7. Understand and make adequate of bibliographical resources and basic bibliometrics for information searches.
8. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.
9. Write a proposal for a scientific article on topics related to the management of cultural heritage for tourism.

Content

The main contents refer to:

Both research paradigms and the scientific method: The fundamental aspects of a study proposal. The research question and major study designs. Ethical aspects of research. Oral communication techniques for the defense of a scientific article.

As well as the search for information in documentary databases: Bibliography and Bibliometry. Primary data sources: own data collection. Secondary data sources: collection of statistical data from public and private institutions linked to cultural tourism.

Application of Quantitative Research Methodology: Concept and applicability. Most commonly used methodologies and methods: survey development and exploitation, interpretation of data and other methods applied. Analysis of quantitative data: use of specific software for the exploitation and obtaining of relevant indicators.

As well as Qualitative Research Methodology: Concept and applicability. Most commonly used methodologies and methods: optimal design of interviews and other methods of qualitative exploitation. Qualitative data analysis: use of specific software for the exploitation and obtaining of relevant indicators

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Classroom	26	1.04	1, 7, 6, 3, 4, 8

Type: Supervised			
Oral Presentations, Works	23.5	0.94	1, 9, 6, 5
Workshop	22	0.88	2, 6, 5
Type: Autonomous			
Study	72.5	2.9	1, 2, 9, 3, 4, 5

The teaching methodologies to follow in this module are as follows:

- Exhibition classes
- Oral presentation of works
- Tutorials
- Preparation of Jobs
- Reading articles, reports and books of interest
- Personal study

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Assessment

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Attendace and active participation	20%	0	0	1, 2, 6, 5
Attendance at conferences and complementary activities	10%	2	0.08	2, 4, 5
Oral Presentations, Works	35%	4	0.16	1, 2, 7, 9, 8
Works delivery	35%	0	0	1, 9, 6, 3, 4

The evaluation system is based on:

- Obligation of classroom assistance with a minimum of 80% and active participation
- Work Delivery
- Oral Defence of the Works
- Attendance at conferences and complementary activities

Bibliography

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Denzin N, Lincoln Y, editors (2000). Handbook of qualitative research. 2nd ed. Thousand Oaks: Sage Publications.

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Ugalde Binda , Nadia Balbastre-Benavent, F. (2013). Investigación cuantitativa e investigación cualitativa: buscando las ventajas de las diferentes metodologías de investigación. vol. 31 núm. 2 revista de ciencias económicas https://revistas.ucr.ac.cr/index.php/economicas/article/view/12730

Software

At Moodle Platform

Groups and Languages

Name	Group	Language	Semester	Turn
(TE) Theory	1	Spanish	second semester	afternoon