

## Syllabus

### Subject

<b>Subject / Group</b>	11508 - Master's Thesis / 1
<b>Degree</b>	Master's in Economics of Tourism: Monitoring and Evaluation
<b>Credits</b>	9
<b>Period</b>	2nd semester
<b>Language of instruction</b>	English

### Professors

Lecturers	Office hours for students					
	Starting time	Finishing time	Day	Start date	End date	Office / Building
Àngel Bujosa Bestard <a href="mailto:angel.bujosa@uib.es">angel.bujosa@uib.es</a>	12:00	13:00	Thursday	01/09/2018	31/07/2019	DB256 (demanded previous appointment per e-mail)
Antoni Rubí Barceló <a href="mailto:antoni.rubi@uib.eu">antoni.rubi@uib.eu</a>	15:30	16:30	Thursday	03/09/2018	31/01/2019	DB214/ Jovellanos
	12:00	13:00	Tuesday	11/02/2019	30/06/2019	DB214/ Jovellanos

### Context

The Master's Thesis is a monographic research project where students are required to show the skills (knowledge and abilities) acquired throughout their master's programme. It is worth 9 ECTS and is carried out at the end of the formative period (second semester). Although the Master's Thesis may be about any area studied on the programme, the learning aims established for the Master's Thesis are global and are intended for students to demonstrate:

- \* Their decision-making ability and critical thinking
- \* Their ability to analyse and summarise information
- \* Their knowledge and understanding of the basic aspects of tourism research
- \* Effective oral and written communication

### Requirements

## Syllabus

### Essential

The Master's Thesis may only be presented after having registered on and passing the other subjects required to attain the Master's degree.

### Skills

---

#### Specific

- \* CE4 – To be able to contribute to the planning, monitoring and evaluation of policies, programmes and projects oriented towards the improvement of the competitiveness and sustainability of a tourism company, destination or region. .
- \* CE9 – To know the essential parts of a research process, to be able to undertake basic research activities and to present their results in a scientific format. .
- \* CE12 – To acquire the abilities and skills required to develop a PhD leading to a research career in the framework of applied economics or tourism economics. .

#### Generic

- \* CG2 – To develop an innovative capacity by applying the acquired knowledge to the resolution of problems in new environments related to the tourism sector. .
- \* CG3 – To be able to formulate judgements that incorporate reflexions about the social and ethic responsibilities linked to the application of the acquired knowledge regarding the tourism system and its economic analysis. .
- \* CG4 – To be able to interpret and evaluate critically the results obtained regarding the sustainability and competitiveness of the tourism system. .
- \* CG5 – To acquire skills to communicate conclusions, and the knowledge and arguments that support them, in a clear and unambiguous way to the specialized and non-specialized stakeholders of the tourism system. .
- \* CG6 – To understand the importance of working with rigor and a vision of future to improve the wellbeing of society achieving a sustainable tourism development. .
- \* CG7 – To acquire specialized knowledge about the tourism system to make it possible to face challenges and provide solutions. .
- \* CG8 – To know how to apply information and communications technology (ICT) in the context of tourism projects. .

#### Basic

- \* You may consult the basic competencies students will have to achieve by the end of the Master's degree at the following address: [http://estudis.uib.cat/master/comp\\_basiques/](http://estudis.uib.cat/master/comp_basiques/)

### Content

---

The Master's Thesis course consists of three different modules:

1. Introduction to research seminars
2. Proposal elaboration
3. Elaboration and defense of the Master's Thesis

## Syllabus

Students will receive detailed information about all these modules as well as all the necessary steps to complete and submit their Master's Thesis in a special meeting that will take place at the beginning of the second semester. Additionally, all the information about the Master's Thesis including deadlines, procedures, forms, etc. will be published in the Aula digital elearning platform.

### Range of topics

#### Module 1. Introduction to research seminars

Knowledge on how to produce a research paper is necessary in order to deliver the Master's Thesis. For this reason, students will be required to attend different seminars lasting four hours (with an attendance register), as well as to go through some online materials, in order to learn basic research skills. The aim of this module is to teach students how to formulate research questions and understand necessary criteria to produce a research paper. The contents of these seminars cover:

- \* Selecting a topic
- \* Exploring the literature
- \* Writing a research proposal
- \* Writing a research paper
- \* Citations and references
- \* Writing an abstract

#### Module 2. Proposal elaboration

The Master's Thesis coordinators shall post the list of tutors and their availability on the Aula digital platform. Students must look into the suggested topics to make their selection and, if they have any doubts, they may request a meeting with the Master's Thesis coordinator and/or any potential tutor for guidance. Students must confirm their preference for their project topic over the Aula digital platform. The Master's Thesis coordinator will be responsible for assigning tutors based on student preferences. Students and lecturers shall be notified about tutor and topic assignment over the Aula digital platform.

After revising and working with the material of the introduction to research seminars, the student has to design and write a research proposal on one of the Master's topics. Students shall produce their proposal according to the structure, instructions and recommendations given in the seminars. The proposal shall be presented over the Aula digital platform and, as a minimum, include the following aspects: project title, academic tutor, project motivation and objectives, methodology (model and/or data to use), expected results, work plan and schedule.

Dr. Antoni Rubí shall assess all proposals to see which ones are suitable and which are not. If the Master's Thesis proposal is deemed NOT suitable, students shall have 15 days to improve their proposal in line with the instructions from Dr. Rubí. If the revised proposal delivered after these two weeks fails to meet the basic requirements of a research proposal, the proposal shall be deemed NOT suitable and, therefore, students may NOT proceed to write their Master's Thesis in the current academic year. Proposals that are deemed suitable shall be valid for two academic years, the current one in which they are put forward and the following one, as long as neither the project topic nor tutor change.

Once the proposal has been accepted by Professor Rubí, students are required to register the Master's Thesis through the on-line platform of the Center for Postgraduate Studies. Detailed information about registration deadlines and procedures will be published in the Aula digital platform.

#### Module 3. Elaboration and defense of the Master's Thesis

Once the student has obtained a positive evaluation of his/her research proposal, he/she will be required to work on the Master's Thesis following the planning included in the proposal and the

## Syllabus

instructions of his/her tutor. Students must notify the Master's Thesis coordinator about which of the two periods (July or September) they wish to present and defend their work. Students shall hand in their project in .pdf format over the Aula digital and Center for Postgraduate Studies platforms with the template provided by the Master's Thesis coordinator that includes the official UIB cover page and complies with the structure set out for the project.

The defence of the Master's Thesis shall be public and it comprises an oral presentation by the student with the duration of 20 minutes followed by a round of questions from the members of the panel. After this, the panel shall meet privately and propose the mark. The event shall end with notification of the final mark to the student.

If the panel assessing the Master's Thesis deems the project to have very serious faults, it may be returned to the student before the defence. Students may correct the errors detected in the Master's Thesis and hand it in again at the Centre for Postgraduate Studies within the established deadline.

### Teaching methodology

In-class work activities (0.4 credits, 10 hours)

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Introduction to research seminars	Large group (G)	The main purpose of the seminars is to show students how to do research, writing it up and making use of it. The seminars lasting four hours (with an attendance register) aim to teach the skills of research in the context of the practical problems that new researchers face. To this end seminars combine case studies of relevant research, summaries of key skills and exercises.	4
ECTS tutorials	Work with the supervisor	Small group (P)	Students must work with the supervisor to whom they should show their work periodically. Following this, the supervisor can guide students in their research.	4
Assessment	Defence of the Master's Thesis	Small group (P)	Once the supervisor has authorized the student to submit the Master's Thesis, it will be publicly defended in front of an evaluation board.	2

At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Aula Digital platform.

Distance education tasks (8.6 credits, 215 hours)

## Syllabus

Modality	Name	Description	Hours
Individual self-study	Elaboration of the Master's Thesis	The project must be an academic research paper on one topic studied at the master and supervised by one professor. This work must follow the guidelines explained in the introduction to research seminars.	175
Individual self-study	Writing the research proposal	Writing the research proposal allows students to apply the basic principles learnt at the seminars. Furthermore, the proposal is intended to constitute the first stage of the project.	40

### Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

### Student learning assessment

#### Frau en elements d'avaluació

In accordance with article 33 of Academic regulations, "regardless of the disciplinary procedure that may be followed against the offending student, the demonstrably fraudulent performance of any of the evaluation elements included in the teaching guides of the subjects will lead, at the discretion of the teacher, a undervaluation in the qualification that may involve the qualification of "suspense 0" in the annual evaluation of the subject".

#### Defence of the Master's Thesis

Modality	Assessment
Technique	Papers and projects ( <b>non-retrievable</b> )
Description	Once the supervisor has authorized the student to submit the Master's Thesis, it will be publicly defended in front of an evaluation board.
Assessment criteria	<p>Students must notify the Master's Thesis coordinator about which of the two periods (July or September) they wish to present and defend their work. Students shall hand in their project in .pdf format over the Aula digital and Center for Postgraduate Studies platforms with the template provided by the Master's Thesis coordinator that includes the official UIB cover page and complies with the structure set out for the project. Before submitting his/her work, the student must obtain the authorization from his/her tutor.</p> <p>The defence of the Master's Thesis shall be public and it comprises an oral presentation by the student with the duration of 20 minutes followed by a round of questions from the members of the panel. After this, the panel shall meet privately and propose the mark. The event shall end with notification of the final mark to the student.</p> <p>The Master's Thesis assessment shall be carried out from a global perspective, taking into account the literature review, which methodology has been deemed the most suitable and why, which practical proposals have emerged from the research, and what the concluding thoughts and critique have been regarding the entire framework. In turn, the assessment shall also take into account formal aspects (order, structure, writing and bibliography) and the oral and public defence of the project (communication skills, use of time, use of new technologies, etc.). In order to set the Master's Thesis mark, members of the panel shall use the evaluation form</p>

## Syllabus

and the grading grid provided by the Master's Thesis coordinator which will be published in the Aula digital platform.

If the panel assessing the Master's Thesis deems the project to have very serious faults, it may be returned to the student before the defence. Students may correct the errors detected in the Master's Thesis and hand it in again at the Centre for Postgraduate Studies within the established deadline.

Final grade percentage: 100%

### Writing the research proposal

Modality	Individual self-study
Technique	Papers and projects ( <b>retrievable</b> )
Description	Writing the research proposal allows students to apply the basic principles learnt at the seminars. Furthermore, the proposal is intended to constitute the first stage of the project.
Assessment criteria	Students shall produce their proposal according to the structure, instructions and recommendations given in the introduction to research seminars. The proposal shall be presented over the Aula digital elearningplatform and, as a minimum, include the following aspects: project title, academic tutor, project motivation and objectives, methodology (model and/or data to use), expected results, work plan and schedule.  Dr Antoni Rubí shall assess all proposals to see which ones are suitable and which are not. If the Master's Thesis proposal is deemed NOT suitable, students shall have 15 days to improve their proposal in line with the instructions from Dr Rubí. If the revised proposal delivered after these two weeks fails to meet the basic requirements of a research proposal, the proposal shall be deemed NOT suitable and, therefore, students may NOT proceed to write their Master's Thesis in the current academic year. Proposals that are deemed suitable shall be valid for two academic years, the current one in which they are put forward and the following one, as long as neither the project topic nor tutor change. Detailed information about registration deadlines and procedures will be published in the Aula digital platform.

Final grade percentage: 0%

### Resources, bibliography and additional documentation

#### Basic bibliography

- \* Rubí-Barceló, A. (2009). Research Foundations. On-line manual, UIB.
- \* Silverman, David (2005). Doing qualitative research. SAGE Publications.
- \* Library of the UIB: <http://biblioteca.uib.cat/>

#### Complementary bibliography

- \* Wayne C. Booth; Gregory G. Colomb; Joseph M. Williams (2008). The craft of research. Chicago: University of Chicago.

