



**National Kaohsiung University of Hospitality and Tourism**  
**International Bachelor Program in Tourism Management (ITM)**

**Course Outline**

Subject : 研究方法 Research Methods

Credit : 3

Course Hours : 3

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Teaching Purpose	This course guides the students through the basics of designing and conducting a research study within the field of tourism.
Course Content	Throughout the course, the students will explore and practice some of the most common research methods in tourism. Such methods are grouped as qualitative, quantitative, and spatial.
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