

**COURSE DATA****DATA SUBJECT****Code:** 42979**Name:** Techniques for preparing academic papers**Cycle:** Master's Degree**ECTS Credits:** 5**Academic year:** 2026-27**STUDY (S)**

Degree	Center	Acad. year	Period
2135 - Master's Degree in Tourism Management and Planning	Facultat d'Economia	1	Annual

SUBJECT-MATTER

Degree	Subject-matter	Character
2135 - Master's Degree in Tourism Management and Planning	Techniques to prepare academic papers	COMPULSORY

COORDINATION

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SUMMARY

This course aims to provide students with the knowledge and tools necessary to develop and present a master's thesis project.

The course takes a primarily practical approach to address both the formal and content-related aspects that must be considered when carrying out such a project. These include how to structure academic work, the use of academic language, access to and management of information (bibliography, qualitative data, quantitative data, internet sources, etc.), use of information, time management and control, the research process, the various data analysis methods to be used (both qualitative and quantitative), and the oral and written presentation of academic work.

PREVIOUS KNOWLEDGE**RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**

There are no specified enrollment restrictions with other subjects of the curriculum.



OTHER REQUIREMENTS

Familiarity with software productivity tools

COMPETENCES / LEARNING OUTCOMES

2135 - Master's Degree in Tourism Management and Planning

Analizar la estructura de la actividad turística en todos sus niveles, teniendo en cuenta los componentes del desarrollo turístico sostenible, sus ventajas, así como con sus limitaciones y riesgos.

Realizar informes detallados sobre el sector y la actividad turística

DESCRIPTION OF CONTENTS

1. STRUCTURE AND DEVELOPMENT OF AN ACADEMIC PAPER

- 1.1. Stages in the preparation of an academic paper
- 1.2. Types of academic papers
- 1.3. Format, style, and presentation

2. INFORMATION LITERACY SKILLS

- 2.1. Types of sources: primary and secondary
- 2.2. Evaluation of secondary information sources
- 2.3. Searching for secondary information: library catalogue and databases
- 2.4. Academic integrity: citations and bibliographic references

3. INTRODUCTION TO DESCRIPTIVE QUANTITATIVE ANALYSIS

- 3.1. Use of the Caest statistical calculator in the analysis of quantitative data

4. METHODS OF ANALYSIS

- 4.1. Qualitative analysis
- 4.2. Quantitative analysis



5. PRESENTATION OF THE MASTER'S THESIS

- 5.1. Written presentation of the thesis
- 5.2. Oral defense

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	20,00
Total hours	20,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	65,00
Independent study and work	20,00
Preparation of lessons	10,00
Preparation for assessment activities	10,00
Resolution of case studies	0,00
Total hours	105,00

TEACHING METHODOLOGY

Teaching in Theoretical Sessions

Participatory lecture-based teaching, including the illustration of examples. Student participation will be required, and any questions posed by the lecturer will be discussed collectively.

Teaching in Practical Sessions

Practical sessions will take place in the computer lab, where students will complete exercises proposed by the lecturer with tutorial support.

Public Presentation of the Theses

Students will present their work publicly.



Individual Tutorials

Individual tutorials will be offered according to the schedule provided by the academic staff.

EVALUATION

The assessment will consist of the following components:

- **Full attendance at sessions: 40%.** This grade will be retained for the second examination session.
- **Continuous assessment (non-recoverable): 30%.** This grade will also be retained for the second examination session.
- **Presentation of the thesis: 30%.** In the final session of the course, students must deliver a 5-minute public presentation of the draft of their Master's Thesis. The following aspects will be evaluated:
 1. Personal background of the topic
 2. Professional or academic relevance of the topic
 3. Main and secondary objectives of the Master's Thesis
 4. Planned approach to achieving the objectives

Prior to the presentation, students must submit the corresponding document via the Virtual Classroom.

REFERENCES

Anta, R. R. (2022). *Técnicas cualitativas para investigación en marketing y psicología*. Comercial Grupo ANAYA, SA.

Aranda, L. A. C. (2021). *Neurociencia del consumidor*. Ediciones Pirámide.

de Franco, M. F., & Arrieta, X. (2021). Métodos de investigación cualitativa. Un análisis documental. *Revista Encuentro Educativo*, 28(1), 1-10.

Esteban, I. G., & Fernández, E. A. (2017). *Fundamentos y técnicas de investigación comercial*. Esic Editorial.

Herrero de Egaña, A. (2017). *Introducción a la estadística para turismo* (1.^a ed.). Ediciones Académicas. ISBN 9788416140466

Mercader Rubio, I., Pérez Esteban, M. D. y Gutiérrez Ángel, N. (2024). *Manual básico de investigación cualitativa en el ámbito psicológico y educativo*. Editorial Universidad de Almería.

Mollo, S. E. C. (2023). Diseños de investigación cualitativa y cuantitativa. *Ciencia Latina Revista Científica Multidisciplinar*, 7(4), 1865-1879.

Reyes, E. (2022). *Metodología de la investigación científica*. Page Publishing Inc.

