

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ**

ЗАТВЕРДЖЕНО

на засіданні кафедри
готельного, ресторанного бізнесу
і крафтових технологій
Протокол №14 від 21.08.2026 р.



ПОГОДЖЕНО

Проректор з навчально-методичної роботи

Каріна НЕМАШКАЛО

**МЕТОДОЛОГІЯ І ОРГАНІЗАЦІЯ НАУКОВИХ ДОСЛІДЖЕНЬ В
ІНДУСТРІЇ ГОСТИННОСТІ**

робоча програма навчальної дисципліни (РПНД)

Галузь знань
Спеціальність
Освітній рівень
Освітня програма

**І Транспорт та послуги
І2 Готельно-ресторанна справа та кейтеринг
другий (магістерський)
Готельно-ресторанна справа**

Статус дисципліни
Мова викладання, навчання та оцінювання

**обов'язкова
англійська**

Розробник
Д.Т.Н., доцент

Віталій БЕЗСОННИЙ

Завідувач кафедри
готельного, ресторанного
бізнесу і крафтових
технологій

Оксана ДАВИДОВА

Гарант програми

Оксана ДАВИДОВА

Харків
2026

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

APPROVED

at the meeting of the Department
of Hotel and Restaurant Business
and Craft Technologies
Protocol №14 of 21.08.2026



Vice-rector for educational and methodical work

Karina NEMASHKALO

**METHODOLOGY AND ORGANIZATION OF SCIENTIFIC RESEARCH IN
THE HOSPITALITY INDUSTRY**

Program of the course

Field of knowledge
Specialty

**J Transport and Services
J2 Hotel and Restaurant Business and Catering**

Study cycle
Study programme

**second (Master's)
Hotel and Restaurant Business**

Course status
Language

**mandatory
English**

Developer:
Doctor of Technical Sciences
Associate Professor

Vitalii BEZSONNYI

Head of the Department
of Hotel and Restaurant
Business
and Craft Technologies

Oksana DAVYDOVA

Head of Study Programme

Oksana DAVYDOVA

**Kharkiv
2026**

INTRODUCTION

The academic course "Methodology and Organization of Scientific Research in the Hospitality Industry" is a compulsory educational component of Master's degree training in specialty J2 "Hotel and Restaurant Business and Catering". The course develops the ability to critically work with scientific information and research data, substantiate research design, select methods appropriate to the research problem, comply with research ethics and academic integrity, produce academic texts, and present research results in the professional environment of the hospitality industry.

The purpose of the academic course "Methodology and Organization of Scientific Research in the Hospitality Industry" is to develop the ability to plan, substantiate and conduct scientific research in the hotel and restaurant business; apply modern quantitative, qualitative, mixed-method and digital-analytical approaches; critically work with scientific information and research data; use digital tools and artificial intelligence responsibly; comply with the principles of academic integrity and research ethics; produce academic texts; and present research results to professional and non-professional audiences.

The objectives of the academic course are:

- to master the methodological foundations and logic of scientific research and the specific features of their application in the hospitality industry;

- to develop the ability to define a scientific problem, its relevance, object, subject, purpose, objectives, research questions and hypotheses, to design a study and substantiate the choice of research methods;

- to master techniques for searching, critically evaluating, systematizing and analysing scientific information and research data, including the responsible use of artificial intelligence;

- to develop skills in academic writing, correct citation, compliance with academic integrity, preparation of scientific publications, presentation, dissemination and implementation of research results.

The subject of the academic course is the methodological, organizational, informational and communication foundations of planning, conducting, documenting and presenting scientific research in the hospitality industry.

The object of the academic course is the process of scientific research into service, market, managerial, organizational and technological processes in the hotel and restaurant business.

The learning outcomes and competencies formed by the course are defined in table 1.

Table 1

Learning outcomes and competencies formed by the course

Learning outcomes	Competencies
LO 01	GC2, SC1, SC2
LO 03	GC3, GC5
LO 04	GC1, GC5, SC1, SC2
LO 05	GC2, GC6, GC7, SC1, SC2
LO 06	GC2, GC3, GC5, SC1, SC2
LO 07	GC2, GC3, GC5, SC1
LO 08	GC2, GC6
LO 11	GC2, GC6, SC1
LO 12	GC6

where LO 01. Develop and make effective decisions on the development of hotel and restaurant business entities, taking into account objectives, resources, constraints and risks; ensure their implementation; analyse and compare alternatives; assess risks and the likely consequences of their impact.

LO 03. Develop, implement and apply modern methods for assessing the effectiveness of innovation implementation in the hotel and restaurant business.

LO 04. Monitor the market conditions of hotel and restaurant services.

LO 05. Assess new market opportunities, formulate business ideas and develop marketing measures under uncertain conditions and requirements that call for the application of new approaches, methods and tools of socio-economic research.

LO 06. Retrieve the necessary data from scientific literature, databases and other sources, analyse and evaluate these data, and systematize and organize information to solve complex professional tasks.

LO 07. Investigate development models of international and national hotel and restaurant chains (corporations).

LO 08. Initiate, develop and manage development projects for hotel and restaurant business entities, taking into account informational, material, financial and human-resource support.

LO 11. Conduct research and/or innovative activities to generate new knowledge and create new technologies and types of services (products) in the hotel and restaurant business and in broader multidisciplinary contexts.

LO 12. Communicate one's knowledge, conclusions and arguments clearly and unambiguously to specialists and non-specialists, including learners.

GC1. Ability to act on the basis of ethical considerations (motives).

GC2. Ability to search for, process and analyse information from various sources.

GC3. Ability to analyse, evaluate, synthesize and generate new ideas.

GC5. Ability to use information and communication technologies.

GC6. Ability to conduct research at an appropriate level.

GC7. Ability to make well-founded decisions.

SC1. Ability to apply scientific, analytical and methodological tools and use interdisciplinary research to analyse the state and development of global and local hotel and restaurant service markets in order to solve complex development tasks in the hotel and restaurant business.

SC2. Ability to systematize and synthesize information in order to take into account cross-cultural features of the operation of hotel and restaurant business entities.

COURSE CONTENT

Content module 1: Research Methodology and Design in the Hospitality Industry

Topic 1: Scientific Research and Open Science in the Hospitality Industry

Science as a system of knowledge, a research activity and a social institution. Criteria of scientific validity: objectivity, systematicity, evidence, verifiability and reproducibility of results. Fundamental and applied research. Scientific research as a process: problem formulation, preparation and conduct of the study, analysis of results, publication, discussion and refinement of conclusions. Specific features of applied research in the hotel and restaurant business.

Organization of scientific activity in Ukraine. Open science: concept, values and principles, open scientific knowledge, open infrastructure, scientific communication and research data. Benefits and risks of open science. Formulation of a research problem in hospitality: relevance and the theoretical and practical significance of expected results.

Topic 2: Methodology and Research Design in the Hotel and Restaurant Business

Concepts of methodology, method and research technique. Levels of methodology: philosophical, general scientific and specific scientific. Methodological principles of research: objectivity, systematicity, evidence, consideration of alternatives, and unity of analysis and synthesis. Systems and interdisciplinary approaches to the study of service, market, managerial, organizational and technological processes.

Logic of research construction: scientific problem, topic, object, subject, purpose and objectives. Research question and hypothesis. Scientific novelty and practical significance. Research design, unit of analysis, variables and indicators, data sources. Concepts of validity, reliability, representativeness and reproducibility. Alignment of the chain "problem - question - hypothesis - data - method - result". Research project: planning the stages of the study, identifying information and research resources, time and resource constraints, expected results, and ways of their practical application.

Topic 3: Research Methods in the Hospitality Industry: Quantitative, Qualitative, Mixed-Method and Digital-Analytical Approaches

Classification of scientific research methods. Quantitative methods: surveys, questionnaires, structured observation, experiment, and analysis of secondary quantitative data; fundamentals of sampling and statistical data processing. Qualitative methods: interviews, focus groups, case studies, unstructured observation and content analysis. Mixed-method research designs.

Digital-analytical approaches to hospitality research: analysis of online reviews and ratings, open and industry data, and data from enterprise information systems. Criteria for selecting a method according to the research purpose, data type and resource constraints. Advantages, limitations and sources of methodological error. Application of quantitative, qualitative and mixed methods to assess the performance and effectiveness of innovations in the hotel and restaurant business. Methods for studying the hotel and restaurant services market, customer behaviour and consumer evaluations; use of research results to identify market opportunities and substantiate managerial decisions. Comparative and case studies of development models of international and national hotel and restaurant chains. Specific features of the design and interpretation of cross-cultural research in the hospitality industry. Substantiation of the methodological toolkit of the study.

Content module 2: Information, Academic and Communication Culture of the Researcher

Topic 4: Scientific Information, Research Data and Artificial Intelligence in Hospitality Research

Scientific information and its properties: relevance, accuracy, currency, completeness and reliability. Primary and secondary sources. Information-search strategy: keywords, search queries, library catalogues, scientific databases, repositories and open sources. Criteria for critical evaluation of sources. Systematization of the literature, development of an analytical literature matrix and identification of the research gap.

Research data: provenance, quality, documentation, storage, reuse and principles of responsible management. Use of artificial intelligence for searching, summarizing, structuring and preliminary analysis of information. Risks of generative AI: fabricated facts and references, methodological opacity, bias, copyright infringement and breaches of academic integrity. Verification and documentation of results obtained using AI.

Topic 5: Academic Writing, Research Ethics and Academic Integrity

Academic writing as a form of scientific communication. Features of academic style: precision, logical coherence, sound argumentation, evidence, cohesion and structure. Structure of an academic text, paragraph construction, thesis and argumentation. Working with sources: quotation, paraphrasing, synthesis and reference formatting. Main genres of academic writing: abstract, conference paper, scientific article and qualification paper.

Methodological culture and ethics of scientific activity. Principles of academic integrity: honesty, trust, fairness, respect, responsibility and transparency. Plagiarism, self-plagiarism, fabrication, falsification and other violations. Intellectual property,

authorship and conflicts of interest. Responsible use of generative AI in preparing academic texts and the need for author verification of content.

Topic 6: Presentation, Dissemination and Implementation of Scientific Research Results in the Hospitality Industry

Scientific publication as a structured presentation of research. Types of publications and scientific communication. IMRaD structure of a scientific article: Introduction, Methods, Results and Discussion. Formulation of the title, abstract, keywords and conclusions. Presentation of data in tables, figures and visualizations. Preparation of conference papers and sections of the qualification paper.

Dissemination and implementation of research results. Oral scientific presentation, academic presentation and responses to questions. Principles of presenting results to professional and non-professional audiences. Preparation for the public defence of the Master's qualification paper. Development of a concise research proposal: problem, research gap, purpose, hypothesis, data, methods, expected results and practical significance for the hospitality industry.

The list of practical (seminar) / laboratory studies in the course is given in table 2.

Table 2

The list of practical (seminar) / laboratory studies

Name of the topic and/or task	Content
Topic 1 Task 1	Practical Class No. 1. Formulation of a research problem in hospitality: relevance, topic, object, subject, purpose and research objectives.
Topic 2 Task 2	Practical Class No. 2. Development of a research project design: research question, hypothesis, indicators, data sources, logic of testing, main stages, resource constraints and expected research results.
Topic 3 Task 3	Practical Class No. 3. Selection and substantiation of research methods for a specific problem in the hospitality industry: sampling, identification of data sources and data collection methods, selection of analytical methods, assessment of their advantages, limitations and possible errors; substantiation of the applicability of methods to market research, innovation assessment or comparative analysis of hotel and restaurant business entities.
Topic 4 Task 4	Practical Class No. 4. Systematic search and critical analysis of scientific sources; development of an analytical literature matrix and use of AI with mandatory verification of results.
Topic 5 Task 5	Practical Class No. 5. Academic writing: structure of scientific text, argumentation, paraphrasing, citation, referencing conventions and academic integrity.

Topic 6 Task 6	Practical Class No. 6. Preparation, presentation and defence of a concise research proposal / research results in the hospitality industry.
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The list of self-studies in the course is given in table 3.

Table 3

List of self-studies

Name of the topic and/or task	Content
Topic 1	Study of regulatory and information materials on the organization of scientific activity and open science; analysis of examples of applied research in the hotel and restaurant business.
Topic 2	In-depth study of research methodology and design; formulation of an individual research question, hypothesis and conceptual research framework; identification of the stages, information resources, time and resource constraints of the research project.
Topic 3	Comparative analysis of quantitative, qualitative, mixed-method and digital-analytical methods; preparation of a rationale for the sample, data sources and research instruments. Analysis of examples of research on innovation effectiveness and the hotel and restaurant services market, as well as comparative and cross-cultural studies of international and national hotel and restaurant chains.
Topic 4	Search, selection and systematization of scientific sources; compilation of a bibliography and analytical literature matrix; study of the principles of data management and verification of AI-generated results.
Topic 5	Preparation of a fragment of academic text; exercises in paraphrasing, citation and reference formatting; analysis of cases involving breaches of academic integrity.
Topic 6	Preparation of a conference paper / fragment of a scientific article or research proposal and presentation materials for dissemination and defence of the results. Substantiation of the possibility of using research results for decision-making or the development of hotel and restaurant business entities.

The number of hours of lectures, practical (seminar) studies and hours of self-study is given in the technological card of the course.

TEACHING METHODS

In the process of teaching the course, in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such teaching

methods as:

Verbal methods - visualization lecture, problem-based lecture, explanation and discussion (Topics 1-6).

Visual methods - demonstration of research schemes, examples of scientific publications, data, information-search and digital-analytical tools; analysis of hospitality industry cases (Topics 1-6).

Practical methods - competency-oriented tasks, work with scientific databases, analysis of sources and research data, research design development, academic writing, comparative analysis of hotel and restaurant business cases, presentation and defence of a research proposal (Topics 1-6).

Project-based methods - a semester-long individual learning and research assignment in which the student progressively develops the problem, design, methods, information base, academic text and presentation of their own research (Topics 1-6).

FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system for assessing the learning outcomes of students.

Current control is carried out during practical classes and independent study and is aimed at checking the level of achievement of the learning outcomes and the student's ability to apply methodological knowledge to a specific research problem in the field of hospitality.

For courses with a form of semester control as grading, the maximum amount is 100 points; the minimum amount required is 60 points.

The final control includes current control and assessment of the student.

Semester control is carried out in the form of grading.

The final grade in the course is the sum of all points received by the student during the current control.

During the teaching of the course, the following control measures are used:

Current control: competency-oriented practical assignments (8 points each; six assignments during the semester – the total maximum number of points is 48); current tests covering the content modules (16 points each; two tests during the semester – the total maximum number of points is 32); an individual learning and research assignment in the form of a research proposal with a fragment of academic text, conference paper or fragment of a scientific article (maximum score – 20 points).

The individual learning and research assignment is completed throughout the course and submitted for assessment after Topic 5 “Academic Writing, Research Ethics and Academic Integrity” has been studied. The results of the individual assignment are presented and defended during Practical Class No. 6 as part of the competency-oriented task for Topic 6.

Semester control: Grading

More detailed information on the assessment system is provided in the technological card of the course.

RECOMMENDED LITERATURE

Main

1. Altinay L., Paraskevas A., Ali F. Planning Research in Hospitality and Tourism. 3rd ed. Routledge, 2024. 372 p.
2. Creswell J. W., Creswell J. D. Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. 6th ed. SAGE Publications, 2022. 320 p.
3. Безсонний В. Л. Якість сервісу в готелях Києва за моделлю HOLSERV plus на основі e-WOM. Збірник наукових праць Національного університету кораблебудування імені адмірала Макарова. № 2 (500) 2025. С. 308–315. DOI [https://doi.org/10.15589/znp2025.2\(500\).41](https://doi.org/10.15589/znp2025.2(500).41)
3. Saunders M. N. K., Lewis P., Thornhill A. Research Methods for Business Students. 9th ed. Pearson, 2023. 860 p.
4. Aguinis H. Research Methodology: Best Practices for Rigorous, Credible, and Impactful Research. SAGE Publications, 2023. 616 p.
5. Buglear J., Chen E. Stats Means Business: Statistics and Business Analytics for Business, Hospitality and Tourism. 4th ed. Routledge, 2025. 456 p.
6. Kolb B. Marketing Research for the Tourism, Hospitality and Events Industries. 2nd ed. Routledge, 2025. 200 p.
7. Booth W. C., Colomb G. G., Williams J. M., Bizup J., FitzGerald W. T. The Craft of Research. 5th ed. Chicago : The University of Chicago Press, 2024. 368 p.
8. Bailey S. Academic Writing: A Handbook for International Students. 6th ed. Routledge, 2025. 320 p.

Additional

9. UNESCO Recommendation on Open Science (2021). – Режим доступу : <https://unesdoc.unesco.org/ark:/48223/pf0000379949.locale=en> pp. 17-18.
10. Пушкар О. І. Методологія та організація наукових досліджень : навчальний посібник [Електронний ресурс] / О. І. Пушкар. - Харків : ХНЕУ ім. С. Кузнеця, 2020 - 886 с. [Електронний ресурс]. - Режим доступу: <http://www.repository.hneu.edu.ua/handle/123456789/23346>
11. Грузіна І. Розвиток наукових підходів до дослідження організації / І. Грузіна // Бізнес Інформ. – 2022. – № 2. – С. 132-139. [Електронний ресурс]. - Режим доступу: <http://www.repository.hneu.edu.ua/handle/123456789/27651>
12. Coniam David, Falvey Peter. Academic Publishing: Processes and Practices for Aspiring Researchers Springer, 2022. – 134 p.
13. Методологія та організація наукових досліджень : Навч. посіб. / М. Ю. Євтушенко, М. І. Хижняк. – Центр навчальної літератури, 2019. – 350 с.
14. Основи методології та організації наукових досліджень : Навч. посіб. / А. Конверський. – Центр навчальної літератури, 2019. – 350 с.
15. Системний підхід і моделювання в наукових дослідженнях : Навч. посіб. / М.П. Бутко, І. М. Бутко, М.Ю. Дітковська, М.І. Мурашко, І.М. Олійченко, Л.Д. Оліфіренко – Центр учбової літератури, 2024. – 360 с.
16. Методичні рекомендації до написання дипломної роботи для здобувачів вищої освіти спеціальності 241 «Готельно-ресторанна справа» освітньої програми «Готельно-ресторанний бізнес» другого (магістерського)

рівня / уклад. О. Ю. Давидова, Н. І. Черевична, Д. П. Крамаренко. Харків : ХНЕУ ім. С. Кузнеця, 2024. 39 с.

17. Методичні рекомендації до написання дипломної роботи для здобувачів вищої освіти спеціальності 241 "Готельно-ресторанна справа" освітньої програми "Готельно-ресторанний бізнес" другого (магістерського) рівня [Електронний ресурс] / уклад. О. Ю. Давидова, Н. І. Черевична, Д. П. Крамаренко; Харківський національний економічний університет ім. С. Кузнеця. — Електрон. текстові дан. (506 КБ). — Харків : ХНЕУ ім. С. Кузнеця, 2024. — 39 с.: іл. — Загол. з титул. екрану. — Бібліогр.: с. 28. <http://repository.hneu.edu.ua/handle/123456789/32519>

18. Рекомендації щодо запобігання академічному плагіату та його виявлення в наукових роботах (авторефератах, дисертаціях, монографіях, наукових доповідях, статтях тощо). URL: <https://zakon.rada.gov.ua/rada/show/v8681729-18>

19. Програма єдиного вступного випробування з методології наукових досліджень, затверджена наказом Міністерства освіти і науки України від 19.05.2025 № 740.

Information resources

20. Methodology and Organization of Scientific Research in the Hospitality Industry [Electronic resource]: PNS website of Simon Kuznets Kharkiv National University of Economics. Available at: <https://pns.hneu.edu.ua/course/view.php?id=11450>

21. National Repository of Academic Texts [Electronic resource]. Available at: <https://nrat.ukrintei.ua/>