

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2018 BATCH AND THEREAFTER**

Programme: B.A.

Semester: V

**TOURISM AND TRAVEL MANAGEMENT - PAPER V
RESEARCH METHODS FOR TOURISM**

Course Code: 18VTT5 / 18BT505

No. of Hours: 45

COURSE OBJECTIVES:

- To equip the students with basic understanding of research methodology
- to provide an insight into the application of modern analytical tools and techniques for the purpose of decision making in tourism administration

LEARNING OUTCOME

- Students gain a basic understanding of the theoretical framework of research methodology applicable to tourism and hospitality industry.
- Students also get an insight into the application of basic analytical tools and techniques for the purpose of decision making in tourism managerial operations
- Students learn to evaluate the advantages and shortcomings of research methods related to tourism destination development
- Students prepare a pilot study report based on the survey findings that they got with the support of questionnaire prepared by themselves.

UNIT 1: INTRODUCTION

08 HRS

Meaning, objectives and definition of Research – Characteristics – Purpose of research - Research and Theory and significance of research, Social science Research: Meaning, scope and objectivity of social science Research, Ethics in social science research - Tourism research: Major Areas for research in Travel and Tourism.

UNIT 2: TYPES AND METHODS OF RESEARCH

05 HRS

Classification of Research: Pure and Applied research– Exploratory– Descriptive research – Diagnostic study– Evaluation studies – Action research – Experimental research – Analytical study or Statistical method – Historical research – Survey- Case study – Field Studies – Steps in Research

UNIT 3: PLANNING OF RESEARCH: REVIEW OF LITERATURE

07 HRS

Literature classification – purpose of review – sources of literature - The planning process – selection of a problem for research –Formulation of the selected problem –Objectives-hypotheses: meaning -creation-Research Design/Plan: meaning – essentials – classification of designs – Contents of a Research Plan Process

UNIT 4: SAMPLING AND METHODS OF DATA COLLECTION

10 HRS

Meaning – characteristics of a good sample – sampling techniques: or methods, sample design and choice of sampling techniques, sample size, sampling & non-sampling errors- Probability Sampling techniques- Non-probability sampling techniques.

Tools for data collection: construction of schedules and questionnaires –

Measurement scales and indices – pilot studies - Data collection: Sources of data required, methods of collecting primary data - secondary data.

UNIT 5: DATA ANALYSIS**10 HRS**

Processing of data: Reliability test- validity test- editing, classification- coding- transcription – tabulation and graphic presentation-Use of statistical measures- Application of SPSS in Tourism Research.

UNIT 6: REPORT WRITING**05 HRS**

Planning report-writing –format of research— documentation: footnotes and references.

REFERENCE

- Brunt, P. (1997), 'Market Research in Travel & Tourism', Butterworth Heinemann: UK.
- C. R. Kothari, (2003), 'Research Methodology', WishwaPrakashan, New Delhi.
- Clark, M., Riley, M., Wilkie, E. & Wood, R.C. (1998) 'Researching and Writing Dissertations in Hospitality and Tourism', ITBP: UK.
- Gupta S. P. (2001). 'Statistical Methods', Sultan Chand, New Delhi.
- Jennings, G. (2001), 'Tourism Research', John Wiley & Sons.
- Poynter, J. (1993) 'How to research and write a thesis in Hospitality and Tourism: A step by step guide for College students', Wiley: UK.
- Ritchie, J.R.B. Goeldner, & C.R. (Eds.), (1994), 'Travel, Tourism and Hospitality.
- S. Shajahan, (2005), 'Research Methods for Management', Jaico Publishing House, Mumbai.
- Salkind Neil J. (1997), 'Exploring Research', 3rd Edition, Prentice Hall, New Delhi.
- SadhavSingh, (1996), 'Research Methodology in Social sciences', Himalaya Publishing House, New Delhi.
- S.M. Moshin, (1989). 'Research Methods in Behavioural Sciences', Orient Longman, Hyderabad.

PRACTICAL FOR SKILL DEVELOPMENT**RECORD WORK**

- Review of literature
- Learning the Basics of SPSS
- Presenting Data in Graphic Form

PROJECT REPORT

- Pilot's Study
