

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2021 BATCH AND THEREAFTER**

Programme: B.A / B Com TM

Semester: VI

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

Course Code:

No. of Hours: 60

COURSE OBJECTIVES:

- To equip the students with basic understanding of Tourism research methodology
- To provide an insight into the application of modern analytical tools and techniques in the field of tourism and hospitality research

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 in the field of tourism and hospitality research
- Students learn to evaluate the advantages and shortcomings of research methods related to tourism destination development
- Students prepare a pilot study/case study report based on the research methods that are relevant as per the topics selected.

UNIT 1: INTRODUCTION

08 HRS

Definition, meaning and objectives of Research – Characteristics, Purpose 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 - Recent trends in Tourism and Hospitality Research.

UNIT 2: TYPES AND METHODS OF RESEARCH

10 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: REVIEW OF LITERATURE AND PLANNING OF RESEARCH

12 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 and creation - Research Design/Plan: meaning – essentials – classification of designs – Contents of a Research Plan Process

UNIT 4: SAMPLING AND METHODS OF DATA COLLECTION

15 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 & REPORT WRITING

15 HRS

Processing of data: editing, classification- coding- transcription – tabulation and graphic presentation - Statistical measures- Use of SPSS in tourism Research - AI Application of technology in tourism research: role of information and communication technologies (ICTs) - latest tools for Review of Literature, Data Analysis, Citation, etc. - Research report writing.

SKILL DEVELOPMENT

- Review of Literature on Tourism research problems (Any 5 review)
- Pilot's study or Case study on Tourism research problem
- Create Research profile Account in ORCID, Research Gate, Academia, Publon, Google Scholar, etc.

REFERENCE

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Gupta, S. P. (2001). *Statistical Methods*.(Sultan Chand & Sons Publications, New Delhi).

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Poynter, J. M. (1993). *How to research and write a thesis in hospitality and tourism: a step-by-step guide for college students*. (*No Title*).

Ritchie, J.R.B. Goeldner & C.R. (Eds.), (1994), *Travel, Tourism and Hospitality*.

Shajahan, S. (2005), *Research Methods for Management*. Jaico Publishing House, Mumbai.

Salkind, N. J. (1997). *Exploring research (3 rd.)*. Bartlett, JE, Kotrlik, JW, and Higgins, CC (2001). "Organizational Research: Determining Appropriate sample Size in Survey Research". *Information Technology, Learning, and Performance Journal*, 19(1), 43-50.

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