

## Programme: MBA Tourism & Travel Management

### MBT5206 TOURISM RESEARCH METHODOLOGY

Course Code	MBT5206	Semester	II
Course Title	Tourism Research Methodology		
Credits	3	Type	Core

#### Course Description

This is a skill development course focusing on imparting Research Aptitude among students.

#### Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Gain knowledge about the theories and practices of research.
- CO2: Acquaint with scientific methods of research
- CO3: Acquire research knowledge, skills, and competencies for undertaking independent research activities
- CO4: Introduce the basic concepts of quantitative research techniques
- CO5: Imbibe research reporting and inference skills

#### Course Structure

The following is a detailed syllabus of Tourism Research Methodology.

##### Module I: Introduction to Research

Nature, scope and significance of the research - Ontology and Epistemology - Deductive and Inductive Research – Types of research- Research approaches – Research methodology and Research Methods- Research Process - Structure and steps of preparing research proposal.

##### Module II: Preliminary Research Steps

Review of literature, Research questions, Variables and Concepts, Hypothesis – Conceptualizing a research design – Constructing research instruments for data collection - Questionnaire design – Schedule -Scale development - Reliability and Validity - Sampling methods- Data Collection.

##### Module III: Qualitative Approaches

Ethnography, Case Study, Phenomenology, Narrative methods, Grounded Theory – Qualitative methods of data collection: In-depth Interviews - Focused Group Technique, Narrative methods Delphi Technique, Observations, Projective Technique - Content Analysis- Historical Analysis - Preparation of Field Notes.

##### Module IV: Quantitative Techniques

Measures of Central Tendency and Dispersion - Normal Distribution - Correlation, Regression Analysis - Testing of Hypothesis - Type-I and Type-II Errors, Parametric and Non- Parametric Test - Multivariate Analytical Techniques - Use of SPSS.

##### Module V: Communicating the Research Findings

Written and oral presentations - Report writing tips - Scientific writing styles - the art of writing research paper - Art of citing references.

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### Testing & Evaluation:

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10) Assignment – 10 Marks Presentation – 10 Marks	End Semester Assessment

### References

- Durbarry, R. (2015). Research Methods for Tourism Students. Routledge
- Hillman, W., & Radel, K. (2018). Qualitative Methods in Tourism Research: Theory and Practice (Aspects of Tourism). Channel View Publications
- Jennings, G. (2001). Tourism research. John Wiley and sons Australia, Ltd.
- Silverman, D. (2010). Doing Qualitative Research. London: Sage.
- Kothari, C.R. (2002), Research Methodology, Vishwaprakashana India.
- Malhotra, N., John Hall, Mike Shaw & Peter (2007), Market Research, Second Edition, Prentice Hall.