



AMITY UNIVERSITY
 ——— UTTAR PRADESH ———

FORMAT FOR COURSE CURRICULUM

HOSPITALITY AND TOURISM RESEARCH METHOD

Course Code: HOSM323

Credit Units: 03

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3		-	-	3

Course Objectives: At the end of the semester students will be able to-

At the end of the semester students will be able to-

- Explain the process of conducting research
- Define the various methods of research
- Can analyze research papers
- Can conduct research related to hospitality and tourism

Pre-requisites:

- Understanding of hospitality & tourism industry
- Knowledge of quantitative techniques

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Course Contents/Syllabus:

		Weightage (%)
Module I: Research Methodology		15
Meaning of research Need and importance of research Types of research Criteria of good research		
Module II: Data collection, analysis and interpretation (Sample designing)		40
Types & Sources of Data Techniques of data collection; Correlation and regression analysis of two variables only. Hypothesis testing Test of significance Chi-square analysis Reports		
Module III: Preparation of research proposals-		25
Selection and formulation of research problem Operationalization of concepts and constructs Review of related literature Aims and objectives Hypothesis, method, sample and tools.		
Module IV: Evaluation of research report		20
Research Report Format Presentation of Report		

Pedagogy for Course Delivery:

1. PPTs
2. LECTURES
3. Explore through journals ,books, magazines etc.

Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	TOTAL
100%		100%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components	V	A	S	CT1	EE1
Weightage (%)	05	05	05	15	70

Text & References:

Text:

Applied General Statistics by Crovton and Crowder
 Behavioural Process in Organizations by Pareek, U.Rao. T.V. & Pestonjee D.M
 Professional Hotel Management by J.M. Negi, S Chand & Co, New Delhi

References:

Towards Appropriate Tourism– The case of Developing Countries by Peter long Frankfurt
Method of Social Research – New York; The Free Press
How to Complete Your Research Work Successfully by Judith Bell; UBS Publisher, Delhi
How to Research and Write a Thesis in Hospitality & Tourism by James M. Paynter, John Wiley & Sons, New York, USA
Strategic Management by John A Pearce II & Richard B Robinson Jr.
Strategic Management by Samual C Cerco
Quantitative Techniques in Management by Vokra
Quantitative Approaches to Management by Levin I Richerd

Student Learning Outcomes:

- Student will be able to explain the concepts research in hospitality and tourism industry.
- Student will be able to understand the research paper and research reports
Student will be able to devise research methods and conduct research for the industry