



COURSE CURRICULUM

Course Title: Basic Research Method in Tourism

Course Code: TTA132

Credit Units: 3

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
2	1	0	0	3

Course Objectives:

- To familiarize the students with the basics of research and its importance in Travel Trade
- Students will get knowledge about data, data collection and analysis, Quantitative and Qualitative data

Pre-requisites: Nil

Student Learning Outcomes:

- Understanding the different types of research methods
- Understanding the tool and techniques of successful research

Course Contents/Syllabus:

	Weightage (%)
Module I	20%
Descriptors/Topics: - Introduction Introduction: Concept of Research, Nature, scope, purposes of research and its application to Tourism Industry, Types of Research, Specific problems encountered by tourism researchers in India	
Module II	20%
Descriptors/Topics: - Introduction to Qualitative Research Essence of Qualitative Data, Sampling, Collection Techniques, Biography ,Case Study Interpreting Qualitative Data, Qualitative Data Analysis Procedures, Coding Interpreting Qualitative Data Qualitative Data Analysis Procedures, Features of Qualitative Data Analysis	
Module III	20%
Descriptors/Topics: - Introduction to Quantitative Research Essence of Quantitative Data, Collection and Analysis Techniques, Sampling Concepts, Defining the Target Population, Representative Sample, Potential Consequences of Unrepresentative Sampling, Sampling Methods (Cluster, Stratified, Simple Random)	
Module IV	20%
Descriptors/Topics:- Descriptive Statistics Summarizing and describing a collection of data, Univariate and bivariate analysis, Mean, mode and standard deviation, Percentages and Ratios, Histograms, Identifying randomness and uncertainty in data	
Module V	20%
Descriptors/Topics:- Inferential Statistics Drawing inference from data, Modeling assumptions, Identifying Patterns, Regression Analysis,T-test, Analysis of Variance, Correlations, Chi square, Writing About Quantitative Findings.	

Pedagogy for Course Delivery:

- Power point presentations
- Case Study
- Discussion

Lab/ Practicals details, if applicable: NA**List of Experiments:****Assessment/ Examination Scheme:**

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	-	100%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Assignment	Viva	Attendance	External Exam
Weightage (%)	15	05	05	05	70

Text & References:

- Cooper and Schindler – Business Research Methods (Tata McGraw Hill, 9th Edition)
- Saunders – Research Methods of Business students (Pearson Education, 2nd Edition, 2007)
- Panneer Selvam – Research Methodology (Prentice Hall of India, Edition 2008)
- Gravetter – Research Method for Behavioural Sciences (Cengage learning)
- Beri G.C – Marketing Research (Tata Mc Graw Hill, 4th Edition)
- Kothari C R – Research Methodology Methods and Techniques (New Age International Publishers, 2nd Edition, 2004)