

**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Code:** Research Methodology (MTTM-11)

**Semester:** 3rd

**Objectives:** This course aims to equip the students with a basic understanding of research methodology and provide insight into the application of modern analytical tools and techniques for tourism management decision-making.

<b>Block - 1</b>	
<b>Introduction to Research</b>	
<b>Unit-1</b>	Research: Meaning, Types, Scope and. Significance
<b>Unit-2</b>	Guiding Principles in Selection of Research Problem; Research Objectives and Approaches
<b>Unit-3</b>	Research Process and Criteria of Good Research; Research Method vis a vis Methodology
<b>Unit-4</b>	Research Design – Meaning, Need, Typologies and Key Components
<b>Block - 2</b>	
<b>Data Collection, Survey and Sampling</b>	
<b>Unit-5</b>	Data: Meaning, Nature, Types and Sources; Methods of Collecting Secondary Data
<b>Unit-6</b>	Surveys – Definition, Purpose and Scope; Survey Techniques and their Limitations.
<b>Unit-7</b>	Questionnaires and Schedules – Definition and Differentiation; Types of Questionnaires; Salient Features of an Effective Questionnaire
<b>Unit-8</b>	Sampling and Sample Designs: Concept, Purpose and Types; Criteria for Selecting Appropriate Sampling Procedure;
<b>Block - 3</b>	
<b>Data Analysis – Tools and Techniques</b>	
<b>Unit-9</b>	Frequency Distribution: Meaning; Problems and Considerations in Constructing Numerical Frequency Distributions.
<b>Unit-10</b>	Measures of Central Tendency and Variation Correction and Regression analysis
<b>Unit-11</b>	Probability and Probability Distributions: Probability: Meaning; Definition; Sample space and sample points
<b>Unit-12</b>	Conditional Probability: Bayes Theorem and probability on large samples space

<p style="text-align: center;"><b>Block – 4</b> <b>Hypothesis Testing</b></p>	
<b>Unit--13</b>	Hypothesis Testing; Basic concepts concerning Hypothesis Testing; Procedure and flow diagram for Hypothesis Testing; Test of Significance
<b>Unit-14</b>	Parametric and Non-Parametric Testing
<b>Unit-15</b>	F Test and Chi-Square Test.
<b>Unit-16</b>	Preparation of Research Report

**Suggested Readings:**

- C. R. Kothari, Research Methodology, WishwaPrakashan, New Delhi.
- Chandan, J.S. Statistics for business and economics, New Delhi: Vikas Publishing House Pvt. Ltd.
- Gaur, A.S. and Gaur, S.S. Statistical methods for practice and research, New Delhi: Response books.
- Krishnaswami, O.R. and Ranganatham, M. Methodology of research in social sciences, 2/e, Mumbai: Himalaya Publishing House.
- Punch, Keith, F. Survey research – the basics, New Delhi: Sage Publications.
- S.M. Moshin, Research Methods in Behavioural Sciences, orient Longman, Hyderabad.