

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.

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

Block - 4 Hypothesis Testing	
Unit--13	Hypothesis Testing; Basic concepts concerning Hypothesis Testing; Procedure and flow diagram for Hypothesis Testing; Test of Significance
Unit-14	Parametric and Non-Parametric Testing
Unit-15	F Test and Chi-Square Test.
Unit-16	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.