

Semester VII
Tourism Research Methodology
Discipline Specific Core:- DSC-7.1

Credit Distribution, Eligibility and Pre-Requisite of the Course

Course Title and Code	Course Code	No. of credits	Components of the course			Eligibility Criteria	Pre-requisites of the course
			Lecture	Tutorial	Practical		
Tourism Research Methodology	DSC 7.1	4	3	1	0	Pass in Class XII	NIL

Learning Objectives:

This course aims to introduce students to key research concepts, tools, and techniques relevant to the tourism industry. It is designed to develop their ability to formulate research problems, construct hypotheses, and design appropriate methodologies. Additionally, the course will familiarize students with various aspects of data collection, analysis, interpretation, and report writing. Emphasis will also be placed on encouraging critical thinking and promoting ethical practices in tourism research.

Learning Outcomes:

By the end of this course, students will be able to:

1. understand and relate the fundamentals of research in the tourism context.
2. create/design a research framework including the problem statement, objectives, and hypotheses.
3. analysing the collected, and organized, primary and secondary data through the appropriate statistical tools.
4. apply qualitative and quantitative techniques to address tourism-related research problems.
5. evaluate and present research findings in a structured report format for the various research problems.

Unit-I Introduction to Research and Tourism Studies (10Hours)

Nature and significance of research in tourism, Types of research, Research process and research ethics, Selection and application of research topics in tourism, ethical issues in research.

Unit II Research Design and Data Collection Methods (10Hours)

Research problem formulation and hypothesis development, Type-I and type-II error, Types of research design: Cross-sectional, longitudinal, experimental, Case studies, Sampling techniques, Data collection tools.

Unit III**Data Analysis and Interpretation (15 Hours)**

Types of data: Nominal, ordinal, interval, ratio, Data coding, tabulation, and cleaning, Introduction to statistical tools (Excel/SPSS/R), Interpretation of data using charts, graphs, and tables.

Unit IV**Report Writing and Presentation in Tourism Research (10 Hours)**

Structure and format of a research report, writing literature reviews and referencing styles, Plagiarism and academic integrity, Presenting research findings effectively.

Exercises:

The learners are required to:

1. conduct group discussion: Identify tourism-related research gaps in your city/state.
2. write a short review on a published tourism research paper.
3. design a sample tourism questionnaire.
4. conduct mock interviews/surveys on a tourism topic.
5. analyze survey data in Excel/SPSS.
6. create data visualization for tourism data using charts.
7. draft a mini-research report based on a selected tourism issue.
8. conduct group presentations of research proposals.

Suggested Readings:

- Adams, K. A., & McGuire, E. K. (2023). Student Study Guide with IBM® SPSS® Workbook for Research Methods, Statistics, and Applications (3rd ed.). SAGE Publications.

- Altinay, L., Paraskevas, A., & Ali, F. (2023). Planning research in hospitality and tourism (3rd ed.). Routledge.
- Botterill, D., & Platenkamp, V. (2012). Key concepts in tourism research. SAGE Publications Ltd.
- Creswell, J. W., & Creswell, J. D. (2018). Research design: Qualitative, quantitative, and mixed methods approaches (5th ed.). SAGE Publications.
- Jennings, G. R. (2010). Tourism research (2nd ed.). Wiley.
- Kumar, R. (2019). Research methodology: A step-by-step guide for beginners (5th ed.). SAGE Publications.
- McKinney, W. (2022). Python for Data Analysis: Data Wrangling with Pandas, NumPy, and Jupyter (3rd ed.). O'Reilly Media.
- Okumus, F., Rasoolimanesh, S. M., & Jahani, S. (Eds.). (2023). Contemporary research methods in hospitality and tourism. Emerald Publishing.
- Pizam, A. (Ed.). (2010). International encyclopedia of hospitality management. Routledge.
 - Veal, A. J. (2017). Research methods for leisure and tourism (5th ed.). Pearson Education.
 - Wickham, H., & Grolemund, G. (2023). R for Data Science (2nd ed.). O'Reilly Media

Notes:

1. **Suggested Readings will be updated and uploaded on college website from time to time.**
2. **Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**