

Course title	Research Methods in Tourism and Hotel management (ToHM2071)				
Degree program	BA in Tourism and Hotel Management				
Module name	Tourism and Hospitality Research				
ECTS credits(CP)	5				
Contact hours	Lecture 48	Lab/prac. 0	Tutorial 0	Home study 87	Total 135

Course Description:

The course helps to uncover problems and topics of interest in the context of tourism and hotel study. It further deals with definition and purposes of tourism research, writing research papers and techniques of reference, major tourism research methods, the research problem, research goals and objectives, research questions and hypotheses, data collection, data analysis and interpretation and reporting the findings.

Course Objectives:

After the completion of the course the students should be able to:

- Understand the core concepts of conducting research regarding tourism & hospitality issues.
- Produce research proposal, and final research project work regarding tourism & hospitality.

Schedule of Lectures, Activities and Readings

Week	Chapters and topics	Teaching and assessment Methodology
1-2	Chapter 1: Introduction to Research 1.1 Meaning Of Research 1.2 Objectives of Research Motivation in Research 1.3 Types of Research 1.4 Research Methods Versus Research Methodology References: Veal, (1997). Research methods for leisure and tourism, 2 nd Ed, prentice hall. Pp 23-29 <ul style="list-style-type: none"> • Kothari, C. R. (2005). Research methodology (methods & techniques), new age international. Pp 67-74 	Lecture, class discussion, individual learning <ul style="list-style-type: none"> • Quiz
3	Chapter 2: Approaches To Leisure and Tourism Research 2.1 Introduction 2.2 The Disciplinary Traditions of Leisure and Tourism Research 2.3 Approaches and Dimensions References: <ul style="list-style-type: none"> • Veal, (1997). Research methods for leisure and tourism, 2nd Ed, prentice hall. Pp 15-16 • Kothari, C. R. (2005). Research methodology (methods & techniques), new age international. Pp 65-67 	Lecture, group work, class discussion, individual learning <ul style="list-style-type: none"> • Quiz
4-6	Chapter 3: Research Proposals 3.1. Research proposals Reference: Veal, (1997). Research methods for leisure and tourism, 2 nd Ed, prentice hall. Pp 56-58	Lecture, class discussion, assignments <ul style="list-style-type: none"> • Assignment (Research proposal preparation)
7-8	Chapter 4: Research problem and Design 4.1. What is research Problem? 4.2. What is research Design? References: Kothari, C. R. (2005). Research methodology (methods & techniques), new age international. Pp 69-74	Lecture, class discussion, individual learning <ul style="list-style-type: none"> • Mid exam

9-10	Chapter 5: Literature review 5.1. Introduction 5.2. The value of bibliographies 5.3. Searching 5.4. Obtaining copies of materials 5.5. Compiling and maintaining a bibliography References: Kothari, C. R. (2005). Research methodology (methods & techniques), new age international. Pp 89-98	Lecture, class discussion, individual learning <ul style="list-style-type: none"> Assignment
11-12	Chapter 6: Method of data Collection 6.1. Introduction 6.2. Collecting Secondary data 6.3. Collecting Primary data 6.4. Questionnaire/ schedule 6.5. Observation method 6.6. Interview method 6.7. Sampling design References: Kothari, C. R. (2005). Research methodology (methods & techniques), new age international. Pp	Lecture, class discussion, individual learning
13-14	Chapter 7: Processing & Analysing Data 7.1. Introduction 7.2. Elements/ types of analysis 7.3. Statistical methods of data analysing References: Kothari, C. R. (2005). Research methodology (methods & techniques), new age international <ul style="list-style-type: none"> Joseph F. (2003). Marketing Research with in a changing information age, 2nd ed. McGraw Hill 	Lecture, class discussion, individual learning
15	Chapter 8: Preparing a Research Report 8.1. Introduction 8.2. Content 8.3. Main body of the Report References: Kothari, C. R. (2005). Research methodology (methods & techniques), new age international <ul style="list-style-type: none"> Joseph F. (2003). Marketing Research with in a changing information age, 2nd ed. McGraw Hill 	Lecture, class discussion, individual learning
16	Final exam	

Summary of Course Assessment

- Assignment (Individual) 10%
- Assignment (Group) 10%
- Quiz 10%
- Test 20%
- Final Exam 50%

COURSE POLICY

- Academic dishonesty including cheating, fabrication and plagiarism will not be tolerated and will be reported to concerned bodies for action.
- Students need to be active participant in the course, and ask questions and raise issues in relation to the course..
- Class attendance will be as per the university legislation.