

PRE-REQUISITE

THM-206 Project Management

LEARNING OUTCOMES

On completion of the course the students will be able to:

1. Use research methods to solve problems
2. Evaluate research related problems to determine the base problem and identify alternative solutions.
3. Use qualitative and quantitative methods for analysis.
4. Know the role of research in Tourism Management.
5. Know research concept in a multidisciplinary context.
6. Write reports on the basis of research.

COURSE INTRODUCTION AND OBJECTIVES

The aim of this course is to provide students with the basic tools for planning and conducting simple research projects and reporting on them. It starts with a simple approach on how to plan a research project and implement it by applying the appropriate method in a multidisciplinary context, relevant to tourism.

Module-1: Introduction

- How to choose a topic, objectives, etc.
- Planning a research project and transforming it into a proposal

Module-2: Literature Review

- Deep knowledge of literature review, the research concept in a multidisciplinary context

Module-3: Methodology

- Range of research methods / methodologies, Primary and secondary data
- Sampling and survey, Qualitative and quantitative methods in Research
- Research plans and Proposal, Survey Analysis
- Approaches and dimensions in research

Module-4: Research Report Writing

- Writing a research Report
- Report Formats
- Parts of Report

ASSIGNMENTS–TYPE AND NUMBER WITH CALENDAR

It is continuous assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements		Details
1.	Mid Term Assessment		It takes place at the mid-point of the semester
2.	Formative Assessment		It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment		It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

1. Veal, A. J. (2021). Research Methods for Leisure and Tourism (4th ed.). Prentice Hall.
2. Veal, A. J. (2017). Research methods for leisure and tourism. Pearson UK.
3. Vasant, P., & Kalaivanthan, M. (2017). Handbook of Research on Holistic Optimization Techniques in the Hospitality, Tourism, and Travel Industry (Advances in Hospitality, Tourism, and the Services Industry). IGI Global Publishers USA.
4. Faulkner, B. (2006). Aspects of Tourism: Progressing Tourism Research (First Indian Edition).
5. Finn, M., Elliot-White, M., & Walton, M. (2000). Research Methods for Leisure and Tourism: Data Collection, Analysis and Interpretation.