

**MANGALORE UNIVERSITY**  
**DEPT. OF BUSINESS ADMINISTRATION**  
**MBA-Tourism and Travel Management**  
**PH.D COURSE WORK IN TOURISM STUDIES**

**SYLLABUS**

Course	Particulars	Hrs. of Instruction per week	Duration of Exam. (hrs.)	Marks				
				IA	Theory	Total	Credits	
Course 1	Research Methodology	4	3	30	70	100	4	
Course 2	Research and Publication Ethics (RPE)	2	3	30	70	100	2	
Course 3	Review of Literature	14	-	-	-	150	6	
	Review report view							
	Viva							
						<b>Total</b>	<b>400</b>	<b>14</b>

**PAPER-1: RESEARCH METHODOLOGY**

**Course Outcome:**

Demonstrate the stages of the research process, and the principle activities, skills and enable researcher to use scientific tools and concepts in tourism research.

**Unit I**

Philosophy of social science research, Role of Research in Tourism– Types of Research – Theory Building - Goals of theory - Meaning of Theory – Verifying theory – Scientific Method in theory building.- An overview of Research process – Problem definition in different types of research - Stages in research process – Qualitative and quantitative research methods. Current Problems and Challenges in Tourism- Recent Developments in Tourism Research.

**Unit II**

The Nature of qualitative research - Basic terms and criteria for using qualitative research methods - Methods of collecting qualitative data: Observation methods, Personal interview method, Depth interview. Focus group method, the case study method, ethnography, grounded theory analysis - Content analysis, thematic analysis, narrative analysis, critical management research, projective techniques, Socio-metric analysis, Afterthoughts on qualitative research.

**Unit III**

Literature Review: the process of literature review, literature survey, practical sources of literature, constructing conceptual framework for research based on literature, essentials of writing a good literature review, writing of abstracts.

#### Unit IV

Research Designs: Experimental Research Designs - Meaning of Experiment, Causality, Necessary Conditions for Making Causal Inferences, Concepts used in Experiments, Validity in Experimentation, Definition of symbols, Factors affecting Internal Validity of the Experiment, Factors Affecting External Validity, Methods to control Extraneous Variables, Environments of Conducting Experiments. A Classification of Experimental Designs: Pre – experimental design; Quasi - experimental designs; True experimental designs; Statistical designs. Exploratory research design

#### Unit V

Collection of Data: Types and sources of data, relative merits of each type of data - Survey research – definition, advantages, structured and disguised data collection, the influence of technology on survey research; Obtrusive and Unobtrusive methods: observation of behaviour of people and objects – physical activity and evidence, verbal behaviour – expressive behaviour – special relations & locations - Classification, codification and tabulation of data.

#### Unit VI

Quantitative Research: Questionnaire design- questionnaire contents and its design; Scaling techniques- Measurement and Attitude Scaling - Types and levels of measurement - An overview of different scaling techniques – Pilot study and Pre-testing – objects, process and their significance, validation and reliability.

#### Unit VII

Sample and sampling frame – Sample Vs population – Need for sample – Different methods of sampling - Suitability of each of these types and methods – Sampling & non-sampling errors – Sample size & its determination - Estimation – types, criteria, calculation of Interval estimates, Interval estimation and confidence intervals, determining the sample size in estimation.

#### Unit VIII

Hypothesis - types of hypothesis - formulation of hypothesis - procedure for testing hypothesis - testing for means, difference between means, proportion testing and variance testing. Hypothesis testing techniques - Chi square test - Goodness of fit test - scope and limitations, applications - Analysis of Variance - its applications, One-way and Two-way ANOVA - Multiple regression and correlation analysis (three variables only); non-parametric tests – Runs test, Kolmogorov- Smirnov test; Kruskal-Wallis test; Mann-Witney's U test; Ranks test and other important tests.

#### Unit IX

Research Report writing - planning and organizing – Format - writing styles – various style manuals (referencing styles) - documentation – Outline of a report on the research project.

#### References:

1. Zikmund, *Business Research Methods*, Thomson Learning, New Delhi.
2. Levin & Rubin, *Statistics for Management*, Pearson Education, New Delhi.
3. Srivastava U.K., Shenoy G.V & Sharma S.C, *Quantitative Techniques for Managerial Decisions*, New Age International (P) Ltd. Publishers.
4. Gupta S.P., *Statistical Methods*, Himalaya Publishing House, Mumbai.
5. Cooper D.C. & Schindler P.S, (2013), *Business Research Methods*, McGraw-Hill Education - 12th edition
6. Wilkinson & Bhandarkar, *Methodology and Techniques of Social Research*, Himalaya Publishing House, Mumbai.
7. Young P.V., *Scientific Social Surveys and Research*, Prentice-Hall of India Pvt.Ltd., New Delhi.
8. Krishnaswamy O.R., *Research Methodology*, Himalaya Publishing House, Mumbai.
9. Cooper D.C. & Emory C.W., *Business Research Methods*, McGraw-Hill Publishing House, Delhi.
10. Rencher C Alvin and Christensen F William- *Methods of Multivariate Analysis*, Wiley and Sons.
11. Nell H. Fimm, *Applied Multivariate Analysis*, Springer.
12. Dennis Child, *The Essentials of Factor Analysis*, Continuum International Publishing Group.