Mother Teresa Women's University

Kodaikanal-624101

Master of Philosophy in Tourism Management

Syllabus

June 2018 on wards

DEPARTMENT OF HISTORICAL STUDIES

AND TOURISM MANAGEMENT

MASTER OF PHILOSOPHY IN TOURISM MANAGEMENT

Eligibility   :   PG Degree in Tourism Management with 55% Marks

Duration   :   One year, Two semesters

S.No.	Subject code	Title	Credits
1	MTMT11	Research Methodology	4
2	MTMT12	Emerging Trends in Tourism	4
3	MPST13	Professional Skills	4

Second Semester

	Subject code	Title	
4	MTMT2	Area Paper	4
5	MTMD21	Dissertation with Viva	14

Total credits-30

SCHEME OF THE EXAMINATION

Number of Paper	Internal Marks	External Marks	Total
Paper I	40	60	100
Paper II	40	60	100
Paper III	40	60	100
Paper-IV			100
Dissertation	-		200

Total marks -600

Pass: 50% and above in internal and external.

Question Pattern: Open choice 5 out of 10 questions

MASTER OF PHILOSOPHY IN TOURISM MANAGEMENT

MTMT11   **Research Methodology**

   Objective:

- **To equip Students to conduct research in Tourism field**
- **To understand various research methods**

- To equip the scholars with research methodology and application oriented methods to do a systematic and analytical research in Tourism.
- **To understand interdisciplinary methods of research**

Unit – I

Purpose and Nature of Tourism Research- Research VS Practice- Role of objective Research – Research approaches- Interdisciplinary approach – History – Geography- Business- Behaviour- marketing – Futurism

Unit – II

Research Design- Research Methods -Guiding principles in selection of research problems- Formulation of hypothesis- identifying the objectives- Review of Literature - collection of data – types of data – Qualitative and Quantitative – primary and secondary –tools and techniques of data collection.

Unit – III

Field Research for tourism industry – Population and Sample- Types of Representative Vs Non- representative sample- Probability Vs non Probability sampling- methods- sample size- selection of sample – surveying over times- En route survey methods- SWOT ANALYSIS.

General procedure of Formulation of Hypothesis- testing of hypothesis- significance level – Accepting or Rejecting the hypothesis.

Unit – IV

Measurement –Measurement scales – ordinal scales – interval scales – ratio scales- characteristics of sound measurement – validity- reliability and practicability- Measures of central tendency- (Mean, Median, Mode) and variation standard deviation, Chi- Square t-test, F- test correlation and regression analysis- use of compilers- statistical Package on Social Science (SPSS)

Unit – V

Structure of a Research Report and Dissertation – different steps in writing reports – layout of the research report- positioning a of Tables, Graphs, pictures, citation and reference style- precautions while writing a report- preparing a Bibliography.

REFERENCES:

1. RomilaChawala, **Research methods for Travel and Tourism Industry** (New Delhi, Sonali Pub.2004)
2. Peter and Palm, et al., (ed) **Tourism Research Methods: Integrating Theory and practice (UK, 2005)**
3. Kumar Das, S. **Research methods in Tourism** (New Delhi, BD pub.)
4. Gupta, S.P. Statistical Methods
5. Kothari, C.R. **Research Methodology** (New Delhi, Himalaya Publishers)

6. BerzinLincon, *Handbook of Qualitative Research* (Sage Publishers)
7. Sadhu Singh**, *Research Methods in Social Science*** (Himalaya Publishers)

Emerging Trends in Tourism

MTMT12

Objectives

- To learn to conserve the environmental and heritage resources.
- To enable the scholars to have a thorough understanding of the present and future perspectives of Tourism Industry.
- To understand the impact of opening of countries to international travels
- To identify current challenges pertaining to the industry.

Unit- I Trends in International travel – Case study of China, USA, Japan, France, Singapore, Malaysia, Thailand – relational ship between hosts and guests- tourist as an agent for cultural change -positive balance of trade.

Unit – II

Media: Information tools of Tourism – Television – Print media – Internet.

Unit – III

Basic marketing principles relating to global tourism – Strategies to maximize benefits to destinations-online marketing-Tourism destinations marketing practices-Destination Planning and Management – Event Management- Disaster Management

Unit – IV

Current challenges – Terrorism- Climate change- Sex tourism-Drug Trafficking- Abuse of Women and Children – Safety and Security- Clean Image- Clean India Campaign

Unit -V

International issues relating to Tourism- Earth summit – Impact – Regulations governing the movement of tourists- border security measures-regulations and policies to protect, conserve and manage the environmental and heritage resources.

REFERENCE

ManjulaChaudhary, Tourism Marketing, (New Delhi, Oxford press,2010)

Cyber Sources.

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Core III - (Theory)

PROFESSIONAL SKILLS (Common Paper)

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Objectives:

After completing the course, the scholars will be able to

- Develop skills to ICT and apply them in teaching, learning contexts and research.
- Acquire the knowledge of communication skills with special reference to its elements, types, development and styles.
- Understand the terms: Communication technology, Computer Mediated Teaching and develop Multimedia/E-contents in their respective subjects.
- Develop different teaching skills for putting the content across to targeted audience.

Unit I - Computer Application Skills

Fundamentals of Computers and windows, Operating System – **MS – Office** Components; **Word**: Equation editor, Table Manipulation – Formatting Features – organizational Chart. **MS – EXCEL:** Statistical Functions – Number Manipulation – Chart Preparation with various types of graphs. **MS PowerPoint:** PowerPoint presentation with multimedia features. **Internet and its applications:** E-mail and attachments – working with search engines.

Unit II - Communication Skills (English/Tamil/Both)

English: Skills of Communication: Listening, Speaking, reading and Writing – Writing Synopsis, Abstract and proposals. Developing good language asbilities – Public speaking – Writing Skills.

Tamil: பயிற்றுவிக்கும் திறன் - பேச்சுத்திறன் - வெளிப்பாட்டுத் திறன் - ஆய்வுத்திட்டம் - ஆய்வுச்சுருக்கம் தயாரித்தல்.

Unit III - Communication technology

Computer Mediated Teaching: Multimedia, E – Content, Satellite Based Communication – EDUSAT and ETV channels. Web: Internet I Education.

Unit IV - Pedagogical Skills

Micro teaching Skills: Skill of Induction, Skill of Stimulus Variation. Skill of Explaining, Skill of Probing Questions, Skill of Blackboard, Writing and Skill of Closure – Integration of Teaching Skills – Evaluation of Teaching Skills – Research Extension and Consultancy.

Unit V - Industrial Technology

Lecture Techniques: Steps, Planning of a lecture, Lecture Notes, Updating, Delivery of Lecture. Teaching – Learning Techniques: Team teaching, Group Discussion. Seminar, Workshops, Symposium and Panel Discussion – Games and Simulations – Web Based Instructions.

References

- Micael D. and William (2000). Integrating Technology into Teachnig and Learning: Concepts and Applications, Prentice Hasll, New York.
- Information and Communication Technology in Education: A Curriuculum for Schools and Programme of Teacher development. Jonathan Anderson
- Pandey S.K.(2005). Teaching communication. Commonwealth publisher, Delhi
- Sharma. R.A.(2006), Fundamentals of education technology, Surya publication, Meerut
- Kum Babu A. and Dandapani S. (2006), Microteaching, Neelkamal Publications, Hyderabad
- Vanaja M and Rajasekhar S. (2006), Computer Education, Neelkamal Publications, Hyderabad