

Syllabus for Course work

(Ph.D in Tourism Management)

Title of Research : Marketing and Management of Tourism in Chennai – Case Study”

Paper I : Research Methodology

- Unit - I** Research – Definition – purpose – types – Interdisciplinary approach – History – Geography – Business – Marketing
- Unit- II** Steps in Research – Guiding principles in Selection of Research Problems
Formulation of Research Problems – Formulation of Research Problem
– Research Design – Hypothesis – Objectives – defining the method of approach – Review of Literature – Chapterisation
- Unit – III** Collection of data – Qualitative and quantitative – research tools – sampling – Hypothesis testing-Human values and Ethics – Piolet Study – Samples of Participants-Semi – Structured or unstructured interviews-Objectivity-Document Analysis – Numerical Comparisons – Statistical analysis – use of Software and Questionnaires
- Unit - IV** Measurement scales – Mean – Median – Mode – Standard Deviation – use of SPSS.
- Unit – V** **R**esearch Report – Structure – steps in drafting reports – tables – graphs – citation and reference style – oditing and evaluating the final draft – bibliography.
- Reference :** Banchal S.P.Research Methodology 9Kalyani Publications)
Kothari K.R. Research Methodology (New Delhi, Himalayas)