PAPER-I

**CONCEPTS & ISSUES IN TOURISM**

**Course Objective:** To develop the academic and conceptual input related to tourism and hospitality sector for better theoretical and practical understanding of the subject by the scholar.

**UNIT I**

Significance of Tourism economics, socio-cultural & environmental, Measurement of Tourism & Tourism statistics, Present state of Indian tourism, Emerging trends in tourism, New thrust area, Ministry of tourism & tourism department, Tourism policies & national action plan, Concessions granted by state and central government in India, Tourism regulations – passport, Visa, health regulations etc.

International indicators for tourism and their implications. Sources of statistics for tourism. Methods for collecting tourism statistics. Tourism Satellite Account (TSA) and its role in tourism research.

**UNIT II**

Classifications of tourists. Understanding tourist behaviour and their psychology. Parameters to develop tourist profiles .Importance of these profiles to the tourism industry. Background, current trends and forecasts - for International and Domestic Arrivals & Receipts of tourism.

**UNIT III**

Challenges faced by tourism industries in the changing global environment. Implication of these changes in human resource development, marketing and promotion of tourism and strategic business policies designing for tourism.

**UNIT IV**

Impact Studies:

* Socio- cultural impacts of tourism. Understanding the concept of hosts and guests in tourism. Identification of positive and negative consequences of tourism on society.
* Environmental Impacts of tourism on the destination and transit routes.
* Economic impacts of tourism, Implications on balance of payments and foreign exchange, analysing the multiplier effect of tourism.

**Reference Books and Materials:**

Bhatia, A. K. International Tourism: fundamentals and practices. New Delhi: Sterling Publishers Pvt. Ltd., 1991

Burns, Peter M. An Introduction to Tourism and Anthropology, London: Routledge New Fetter Lane, 1999

Burns, P. and Holden A. Tourism: A New Perspective. Prentice Hall: Englewood Cliffs, 1995

Douglas Pearce. Tourism today. New York: Longman, 1987

World Tourism Organisation (1991): International Conference on Travel and Tourism Statistics: Ottawa (Canada), 24 – 28 June, 1991, Resolutions, Madrid, World Tourism Organisation.

Theobald William (ed.) Global Tourism: The next Decade. Oxford: Butterworth – HeinemLtd., 1994

Tourist statistics. Ministry of Tourism, Govt. of India. Market Research Division, Ministry of Tourism, New Delhi.

Vellas Francois and Becherel Lionel. International Tourism. Hampshire: MacMillan Press Ltd., 1995

Cohen, E. Who is a Tourst? : A conceptual classification. Sociological Review: International journal of comparative Sociology. Vol. 15. 1988

Mannell, R.C. and Iso Ahola, S.E. The psychological Nature of Leisure and Tourism Experience, reporting R.G. Wahlers and M.J. Etzel, Annals of tourism Research

Pearce, P. The social psychology of tourist behaviour, Oxford: Pergamon, 1982.

Seaton, A and Bennett, M. The Marketing of Tourism Products: Concepts, issues and cases. London: International Thomson Business Press, 1996

Crampon, L.T. An analysis of Tourist Markets, Colorado: University of Colorado Press, 1963

Dean Mac Cannel. The Tourist, A new Theory of Leisure class, London: Mac Millan, 1976.

**Course outcome:** Research scholar will be well versed in the fundamentals of tourism which will provide an ease in conducting the research work.

**PAPER-II**

**BASIC RESEARCH METHODS & QUANTITATIVE TECHNIQUES**

**Course Objective:**  Essentially it is the procedure by which the researchers go about their work of describing and evaluating. It aims to give the fundamental work plan of research and it is also helpful to understand about the method, tools and other essential requirement for the Ph.D. work.

**UNIT I**

Nature & Problems of Research in Tourism

Sources of Research in Tourism

Research Design & its importance

Types of Research - Qualitative & Quantitative

Hypotheses-Meaning & Types

Data Collection, Sources of Data-Primary& Secondary

**UNIT II**

Sampling- Sampling & Population

Classification Of sampling- Probability & Non- Probability

Characteristics of a good sample, Methods of deriving sample size for research

**UNIT III**

Tools & Techniques of data Collection-

Check -list, Observation, opinion air, Interview, Sociometric,

Questionnaire, rating scales etc Characteristics of a good Measuring Tool- Reliability, validity etc.

Descriptive Statistics – Tabulation & graphical presentation of data, Central tendency, Normal Probability Curve. Correlation Techniques –Product Moment ‘r’, Regression & Prediction.

Analysis Of Variance – (One way & & Two way), factor Analysis.

Non Parametric Tests –Chi- Square

**UNIT IV**

Computer data Analysis – Basic Steps In Data Analysis, spread sheet (Excel), SPSS (Statistical Package)

Report Writing & Presentations- Style of Writing, presentation of data, References, Citations, Chapterization, proposing theories & models, Bibliography and preparing Powerpoint Presentation.

**Course outcomes:** Identify and discuss the complex issues inherent in selecting a research problem, selecting and appropriate research design and implementing a research project and also helpful to identify and discuss the basic concepts of sampling, data collection, analysis and reporting.

**RECOMMENDED READINGS:**

1. Research Methods in Business Studies - Pervez N. Ghauri, Gonhaug,

 Kristianslund (Prentice Hall)

2. Research Methodology Manoj Dixit