

**CBEL Code: ELE-302**

**Course Name: Tourism Research and Data Analysis**

**Duration: 40 Hours**

<b>Credits: 4</b>		
<b>Lecture Hours</b>	<b>Practical/Activity Hours</b>	<b>Mode</b>
<b>16</b>	<b>24</b>	<b>Blended</b>

**Overview:** Tourism Research is a process of systematic inquiry that entails collection of data; documentation of critical information; and analysis and interpretation of that data/information, in accordance with suitable methodologies set by specific professional fields and academic disciplines. Data analysis is a process of inspecting, cleansing, transforming, and modelling data with the goal of discovering useful information, informing conclusions, and supporting decision-making. The main objective of tourism research is to explore the unknown and unlock new possibilities.

**Contents of lessons:**

1. Concepts of Tourism Research
2. Problem/Opportunity Identification
3. Review of Literature
4. Questionnaire Design, Sampling Methods
5. Research Design
6. Quantitative Methods and Use of Statistical Software
7. Writing Tourism Research Paper

<b>Course Structure</b>					
<b>Lecture - Interaction</b>	<b>Content / Topic</b>	<b>Hours</b>	<b>Activity / Assignment Hours</b>	<b>Hours</b>	<b>Bloom's Level</b>
L1	Introduction Unit 1: Concepts of Tourism Research	2	NA	0	1,2
L2	Unit 1: Concepts of Tourism Research	1	A1	1	1,2
L3	Unit 2: Review of Literature	2	NA	0	2,3
L4	Unit 3: Research Design	2	A2	1	2,3
L5	Unit 4: Quantitative Methods and Use of Statistical Software	2	NA	0	2,3
L6	Unit 4: Quantitative Methods and Use of Statistical Software	1	NA	0	2,3
L7	Unit 5: Writing Tourism Research Paper	2	A3	1	2, 3
L8	Unit 5: Writing Tourism Research Paper	1	NA	0	2,3
<b>Total Hrs. of Lectures – Interaction [L1 – L8]</b>		<b>13</b>			

<b>Total Hrs. of Activities – Assignments [A1 – A3] in Class</b>			<b>3</b>	
<b>Course End Evaluation [A4]</b>			<b>24</b>	

<b>UNIT WISE CONTENT</b>	
<b>UNIT 1 : Concepts of Tourism Research</b>	Nature, Scope, types and Significance of research, Research process. Conceptualization of Variables and Measurements, Tourism research: Major Areas for research in Travel and Tourism.
<b>UNIT 2 : Review of Literature</b>	Review of Literature, Research Questions, Scale Development, Types of Questionnaire, Questionnaire Design, Sampling Methods, Formulation of Research and Operational Hypothesis.
<b>UNIT 3 : Research Design</b>	Meaning and importance, Types of Data, Sources of data, and Instruments, Sampling and Its Application, Tabulation and Diagrammatic Representation, Methods of Research.
<b>UNIT 4 : Quantitative Methods and Use of Statistical Software</b>	Quantitative Methods: Measures of Dispersion, Normal Distribution, Correlation & Regression Analysis, Test of Hypothesis (Parametric and Non-Parametric), Multivariate Analytical Techniques - Use of SPSS and Zamovi.
<b>UNIT 5 : Writing Tourism Research Paper</b>	Presentation of Reports, Art of Writing Research Paper, Art of citing references.

**Suggested Study Materials & References:**

1. Field Andy (2013), Discovering Statistics using SPSS, SAGE, New Delhi.
2. Kothary C. R., Garg G. (2020), Research Methodology Methods And Techniques, New Age International (P) Ltd., New Delhi.
3. Mishra Prahlad (2014), Business Research Methods, Oxford University Press, New Delhi.

<b>ASSESSMENT SCHEME</b>					
<input type="checkbox"/> Interim Formative Assessment [A1-A2-A3: 3 Hours] <input type="checkbox"/> Course-end Summative Assessment [A4: 24 Hours]					
<b>Formative Assessment - X</b>					
<b>Sl No.</b>	<b>Slot</b>	<b>Hours</b>	<b>Content / Topic</b>	<b>Assessment Type</b>	<b>Marks</b>
A1	L2	1	Content / Topics covered in L1 & L2	Theory	20
A2	L4	1	Content / Topics covered in L1 - L4	Practical	40
A3	L7	1	Content / Topics covered in L5 – L7	Practical	40
<b>Total [A1 + A2 + A3]</b>					<b>100</b>
<b>Summative Assessment- Y</b>					
A4	Post L8	24	Content / Topics covered in L1 – L8	Project	<b>100</b>
<p><b>Computation of Final Score: [X + Y]</b></p> <ul style="list-style-type: none"> <li>• <b>X</b> : 20% of total marks obtained out of total marks 100 in Interim Formative Assessment cumulatively (A1+A2+A3)</li> <li>• <b>Y</b> : 80% of marks obtained out of total marks 100 in Course-end Summative Assessment (A4)</li> </ul>					
<p><b>Gradation Scheme:</b></p> <ul style="list-style-type: none"> <li>▪ 90 – 100 : O : Outstanding</li> <li>▪ 80 – 89 : A : Excellent</li> <li>▪ 70 – 79 : B : Very Good</li> <li>▪ 60 – 69 : C : Good</li> <li>▪ 50 - 59 : D : Pass</li> </ul>					
<p><b>Eligibility for Certification:</b></p> <ul style="list-style-type: none"> <li>▪ Attendance &amp; active participation in class lectures/interactions.</li> <li>▪ Completion/submission of all the three activities/assignments as part of Formative Assessment [A1, A2 &amp; A3].</li> <li>▪ Obtaining minimum Grade D as per the formula for computation of Final Score stated above.</li> </ul> <p>NB: A candidate must satisfy all the criteria mentioned in order to receive the course completion certificate.</p>					