

## Tourism

### M. Phil course work syllabus

| Code        | Course   | Credit | Marks |
|-------------|--|--------|-------|
| TOU-RS-C101 | Research Methodology                             | 4      | 100   |
| TOU-RS-C102 | Sustainable Tourism                              | 4      | 100   |
| TOU-RS-C103 | Review of Literature & Writing Research Proposal | 4      | 100   |

### I Semester

#### TOU-RS-C101 : RESEARCH METHODOLOGY

*(04 Credits)*  
*(100 marks)*

The main objective of this paper is to help the scholars to familiarize with various research methods and methodology to be used for undertaking qualitative and quantitative research in the field of Tourism and Hospitality.

#### UNIT – I: Introduction to Research Methodology

Concepts of Research: Introduction to research methodology, Types of research: Exploratory, conclusive. Research process: Problem, Definition, objective, Forms of Research: Inductive, deductive, empirical. Generalizability- Continuous and Dichotomous Items– Content, Criterion and Construct- Validity-Guidelines in Scale Development: Scale Scores, Basic Levels of Scales: Nominal, Ordinal, Interval and Ratio- Types of Scale: Special Types of Attitude and Behaviour Scales- Likert Scale, Semantic Differential Scale, Behavioural Intention Scale Measurements, Comparative and Non-Comparative Scale Formats

#### UNIT- II: Quantitative Research

Sampling and Method of Data Collection: Types of Sampling – Probability and Non-Probability, Sampling Methods- Errors: Sample Error, Standard Errors, Response Errors- Sources of Data-Primary and Secondary-Data Coding-Data Collection

Testing for Hypotheses:Theoretical distribution, Independent Vs Related Samples, Developing Hypotheses: Null and Alternative- Sample Statistics and Population, Type-I and Type-II Errors-Degrees of Freedom, Statistical Significance- Parameters-Univariate Test of Significance-Bivariate Hypotheses Tests Parametric- t-test, Z- test, ANOVA( One way and Two way) - Non Parametric: Chi-square.

#### UNIT –III: Qualitative Research

Analysis and Interpretation in Qualitative Research, Content analysis: direct content, indirect content and summary content analysis, Semiotic content, Narrative content, Case development: Sourcing case, types of case, writing and testing a case.

## **UNIT –IV: Report Writing**

Communicating Research Projects - Report Preparation and Presentation Process-Report Format-Report Writing Tips -Scientific Writing Styles –Guidelines for Tables and Graphs, Structure and Steps of Preparing Research Proposal –Written & Oral Presentation- Research Follow-Up-the Art of Writing Research Paper - Art of Citing References, Citation techniques.

### **SUGGESTED REFERENCE:**

1. Babbie. E. (2001). The Practice of Social Research, 9th Edition, Wardworth, and Thomson Learns, USA.
2. Blaikie N. (2000). Designing Social Research, Polity Press, Canterbury, UK.
3. Cooper, D. R & Schindler, P. S.(2006). Business Research Methods, McGraw Hill, New Delhi.
4. Creswell, J.W. (1998). Qualitative Inquiry and Research Design- Choosing Among Five Traditions. Sage Publications, New Delhi.
5. David de Vaus. (2002). Analyzing social sciences, Data, Sage Publication, New Delhi.
6. David, M. and Sutton, C.D. (2004). Social Research- The Basics. Sage Publications, New Delhi.
7. Joseph F,Haur, Robert & David. J.(2004). Market Research, McGraw Hill, New Delhi.
8. Kothari, C.R (2002). Research Methodology, VishwaPrakashana India.
9. Marshall. L, Rossman B. (1999). Designing Qualitative Research, 3rd Edition, Sage Publications, New Delhi.
10. Ranjit, K.(2005). Research Methodology: A Step-by-Step Guide for Beginners. SAGE Publications, New Delhi.

## **TOU-RS-C102 : USTAINABLE TOURISM**

*(04 credits)*  
*(100 marks)*

**Course Objective:** This paper will make the scholar aware of the need for practices of sustainable tourism development. It also aims to give students a wide knowledge of the existing and emerging trends in Sustainable Tourism Development.

### **UNIT I: Concept of Sustainable Development:**

Evolution, Meaning, Principles, Key Dimensions of Sustainability;Researchin sustainable tourism: Nature, Purpose, Scope, Areas, Problems, and Trends. Stockholm Conference 1972 (Human & Environment), World Conservation Union 1980 – World Commission on Environment & Development (WCED) 1987 and Brundtland Commission - Rio Declaration 1992 – Kyoto Protocol 1997 – World Summit on Sustainable Development (WSSD) 2002 - Global Warming & Climate Change

## **UNIT II: Sustainable Tourism Development- Principles and Practices:**

Meaning- Principles - 10 Rs-Agenda 21 for Travel and Tourism Industry - World Conference on Sustainable Tourism 1995 - Globe 90 Conference - Berlin Declarations - Bali Declarations 2005 - Cape Town Declarations 2002 and Kerala Declarations, Ecotourism- Quebec Declaration 2002 - Kyoto Protocol 1997 - Oslo Declaration 2007

## **UNIT III: Planning for Sustainable Tourism:**

Topographical Analysis - Analysis of Local Resources - Land Use Pattern – Environmental Impact Assessment (EIA), Environmental Information System (EIS), Environmental Management System (EMS) & Community Participation and Types of Community Participation and Socio- Economic and Cultural Conditions - Evaluation of Impact of Tourism Site - Zoning System - Carrying Capacity

## **UNIT IV: Approaches to Sustainable Tourism:**

Standardization and Certification – Alternative Tourism -Responsible Tourism - Collaboration and Partnership - Waste Management – Eco-friendly Practices - Basic Laws & ideas in Ecology- Function and Management of Ecosystem-Biodiversity and its Conservation-Pollution-Ecological Foot Prints - Relationship between Tourism & Ecology, Sustainable Tourism and Poverty Alleviation - Pro-poor Tourism and Community Participation. Ecotourism- Evolution, Principles, Trends and Functions of Ecotourism - Mass Tourism Vs Ecotourism - Ecotourism Activities & Impacts;Quality Standards:ISO 14000 – Role of WTTC, UN-WTO, PATA, UNEP, IUCN - Code of Conduct for Accommodation and Transport Operators - Tourism Code & Tourism Bill of Rights - Case Studies on Island Tourism in Andaman & Nicobar- Hill Tourism in Sikkim and Shillong -Beach Tourism in Goa and Kerala.

## **SUGGESTED REFERENCE:**

1. Mowforth, M. and Munt, I. (2003), *Tourism and Sustainability. Development and New Tourism in the Third World*. Routledge, London.
2. Middleton, V.T.C and Hawkins, R. (1998), *Sustainable Tourism: A Marketing Perspective*, Butterworth – Heinemann, Oxford.
3. Weaver, D. (2001), *The Encyclopedia of Ecotourism*, CABI Publication, UK.
4. Wahab, S and John J. Pigram, J.J. (1997), *Tourism, Development and Growth: The Challenge of Sustainability*, Routledge, London.
5. T.C. Victor M, and H. Rebecca; Sustainable Tourism- A Marketing Perspective □ Salah Wahab and John J. Pigram; Sustainable Tourism
6. Rao, P.K., Sustainable Development – Economics and Policy
7. Pearce D.G. and Butler R.W., 1999, *Contemporary issues in Tourism Development*, Routledge, New York.
8. Dixit, M., *Tourism Products*, Royal Publishers.
9. Norman Douglas. Ed. (2001), *Special Interest Tourism*, John Wiley & Sons, Australia.
10. Hall, C.M. and Duval T., 2003, *Safety and Security in Tourism Relationship Management and Marketing*, Victoria University, Australia.

**TOU-RS-C103 : REVIEW OF LITERATURE AND WRITING RESEARCH PROPOSAL**

*(04 Credits)*

*(100 marks)*

For this paper, the scholar will write a detailed proposal of their research including a thorough review of literature on a topic of their choice in consultation with their respective supervisors and present the same in a seminar during the End-Term examination. The research proposal shall be evaluated by DRC- Departmental Research Committee which will evaluate the proposal through a seminar presentation by the scholar.

M. Phil (Tourism)

II Semester

DISSERTATION/ VIVA-VOCE

*(12 Credits)*

*(Dissertation and Viva-Voce: 300 marks)*

(12 Credits:8 credits/200 marks for evaluation of dissertation and 4 credits/100 marks for Viva-voce.)

The objective of the dissertation is to examine the research aptitude and skills of the students. The student will have to submit a dissertation in partial fulfillment of the degree. Students shall have to submit a synopsis to the faculty guide before undertaking the study in the area of tourism.

The candidate will have to defend the proposal in an open forum before proceeding with the research. The topics for dissertation shall be approved by the Departmental Research Committee. The research proposal approved by DRC will be recommended to the Board of Studies.

The dissertation and viva-voce will be conducted at the end of second semester as per Sikkim University guidelines.