

**MOTHER TERESA WOMEN'S UNIVERSITY
KODAIKANAL**

DEPARTMENT OF HISTORICAL STUDIES

M.PHIL TOURISM



**SYLLABUS TO BE IMPLEMENTED FROM THE
ACADEMIC YEAR
2021-2022**

(CHOICE BASED CREDIT SYSTEM)

**SYLLABUS, REGULATION AND SCHEME OF
EVALUATION**

PROGRAMME NAME: **M. Phil (Tourism)**

ELIGIBILITY: PG Degree in Tourism and Travel Management with 55% marks

DURATION: One Year, Two Semesters

MEDIUM: English

Structure of M.Phil (Tourism) 2021-22 onwards

S.No.	Subject Code	Course Title	Hours	Credits	Continuous Internal Assessment (CIS)	End Semester Exam (ESE)	Total
Semester I							
1.	M21TMT11	Core I (Theory)- Research Methodology	10	4	40	60	100
2.	M21TMT12	Core II (Theory)- Emerging Trends & Contemporary Issues in Tourism	10	4	40	60	100
3.	M21PST13	Core III (Theory)- Common Paper- Professional Skills	10	4	40	60	100
		<i>Total</i>	30	12			300
Semester II							
4.	M21TMT21	Core IV (Theory)- Special Paper	10	4	40	60	100
5.	M21TMD21	Dissertation + Viva-voce	20	14	120	80	200
		<i>Total</i>	30	18			300
Total			60	30			600

The M.Phil course consists of four theory papers. Paper 3 is common for all the programmes. Special paper (4) is pertaining to the area of specialization chosen by the candidate under a guide. It is purely internal (framing syllabus, question setting and evaluation).

Each candidate will submit a dissertation on a topic in the relevant discipline after carrying out the project work under the supervision of a guide. The project may be theoretical or experimental. The duration of the project will be for six months or more as per the discretion of the Department.

The dissertation will be evaluated by an external examiner and viva voce will be conducted by a committee consisting of the guide and the department faculty. The examination will be for 100 marks in each of the theory papers. The question paper will cover the entire syllabus. The duration of the examination is 3 hours.

M.Phil. (Tourism)

PROGRAM OUTCOMES (PO)

On successful completion of the M.Phil. (Tourism) program, scholars would have –

- PO1:** Acquired comprehensive and deep knowledge of key concepts in tourism management
- PO2:** Obtained skills in developing research proposals/designs to solve tourism related issues
- PO3:** Widened their critical thinking ability and analytical skills for effective research in the tourism industry
- PO4:** Imbued through knowledge emerging trends in recent areas of tourism
- PO5:** Developed their creativity and innovation skills specifically in the field of tourism
- PO6:** Moulded themselves as good researchers who can conduct research in diverse and emerging areas of tourism
- PO7:** Prepared themselves to face future challenges to sustain the practice of tourism in the local and global context

PROGRAM SPECIFIC OUTCOMES (PSO)

- PSO1:** Help students to acquire analytical and quantitative skills to analyze and formulate decisions in the tourism sector
- PSO2:** Train students to apply research skills to manage in a diverse and global tourism environment
- PSO3:** Develop students to demonstrate the ability to define, identify, and evaluate emerging issues in tourism industry
- PSO4:** Expose students to undertake research in various areas of sustainable tourism management
- PSO5:** Encourage students to continuously learn, improvise, adapt, energize, excel and shine in their career/profession.

Course Code & Title	RESEARCH METHODOLOGY		
M21TMT11	Semester-I	Credits:4	Hours:10
Cognitive Level	K3: Apply K5: Evaluate K6: Create		
Learning Objectives	The Course aims to On successful completion of this course the student will be able to: <ol style="list-style-type: none"> 1. To identify the research problems and prepare a research design. 2. To develop the methodology and test the research instruments for the research. 3. To describe the methods of data collection and to fix the sample to collect the data 4. To analyse the data by applying suitable statistical tools and interpret the results. 5. To describe the mechanism of writing good report with required contents. 		

UNIT-I Research:

Types of Research – Significance of Research in Business Sciences – Research Problem: Identification – Selection and Formulation – Review of Literature – Collection of background literature – Hypothesis – Meaning – Sources – Types of hypothesis – Framing of research hypotheses.

UNIT-II Research Design:

Components of a Research Design – Drafting research designs – Sampling – Principles of Sampling – Probability and Non-probability Sampling Methods – Sources of Information – Choice between Primary and Secondary Data – Generation of sources and data.

UNIT-III Methods of Data Collection:

Collection of Primary Data: Observation, Interview and Questionnaires – Essentials of a Good Schedule and Questionnaire – Selection of appropriate Method for Data Collection – Pretesting – Pilot Study.

Scaling Techniques: Meaning – Importance – Methods of their construction. Measurement in Research: Test of sound measurement – Techniques of developing measurement tools – Developing research tools – Conducting reliability and validity tests.

UNIT-IV Processing of Data:

Editing, Coding, Classification and Tabulation – Analysis of Data – **Quantitative Analysis:** Measures of Central Value: Arithmetic mean, Median and Mode – Measures of Dispersion: Range, Quartile Deviation, Mean Deviation and Standard Deviation

– Measures of Relationship: Correlation and Regression Analysis – Association of Attributes. **Advanced statistical tools:** Factor analysis, Cluster analysis, Conjoint analysis, SEM. **Qualitative Analysis:** Case study – Content analysis – **Hypothesis Testing:** Testing for Means: One and Two populations – One way and Two way ANOVA – Testing of Proportions: One and Two populations – Chi-square Test.

UNIT-V Report Writing and Research Ethics:

Importance of Interpretation – Precautions in Interpretation – Report Writing – Different Steps in Report Writing – Lay out of the Research Report – Types of Reports – Mechanics of Writing a Research Report – **Research Ethics:** Meaning – Purpose – Ethical Guidelines and Legislation – Norms and values – Responsibility of researcher – Confidentiality of data – Good citation practice – Plagiarism – Scientific integrity – Data sharing – Impartiality.

REFERENCES:

1. CR. Kothari, *Research Methodology: Methods and Techniques*, New Age Publishers, 2017.
2. Deepak Chawla & Neena Sondhi, *Research Methodology: Concepts & Cases*, Edn2, Vikas, New Delhi, 2016.
3. Sekaran & Roger Bougie, *Research Methods for Business: A Skill Building Approach*, John Wiley & Sons, 2016.
4. S. Shajahan, *Introduction to Business Research Methods*, Jaico Publishing House, 2014.
5. SP. Gupta, *Statistical Methods*, Sultan Chand & Sons, 2012.

Course Outcomes

On successful completion of the course, the students will be able to gain knowledge about

K3	CO1	Identify contemporary research problems and apply appropriate research design.
K3	CO2	Construct the research methodology, and develop and test the research instruments for the research.
K6	CO3	Compose data from respective sources, by fixing appropriate sampling techniques.
K5	CO4	Interpret the raw data into analytical format and assess the data by applying appropriate statistical tools and interpret the results.
K6	CO5	Discuss the outcomes of the results in the prescribed format of Research Report.

Mapping of Cos with POS & PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	M	S	S	S	S	S	M	M	S
CO2	S	M	M	S	S	M	S	S	S	S	M	M
CO3	S	M	S	S	S	S	M	S	S	S	M	M
CO4	S	M	S	S	S	M	S	S	S	M	S	M
CO5	S	M	M	S	S	S	S	S	M	S	S	S

Strongly Correlating (S)	-	3 marks
Moderately Correlating (M)	-	2 marks
Weakly Correlating (W)	-	1 mark
No Correlation (N)	-	0 mark

Course Code & Title	EMERGING TRENDS & CONTEMPORARY ISSUES IN TOURISM		
M21TMT12	Semester-I	Credits:4	Hours:10
Cognitive Level	K2: Understand K3: Apply K5: Evaluate K6: Create		
Learning Objectives	The Course aims to On successful completion of this course the student will be able to: <ol style="list-style-type: none"> 1. To gain wide knowledge of the existing and emerging trends in tourism 2. To discuss the issues related to emerging trends in tourism industry 3. To describe the features, issues, conservation and preservation of culture and heritage sites 4. To analyse the resources available and recent trends in medical and rural tourism 5. To critically examine the impact of eco-tourism and sustainable tourism development 		

UNIT-I Contemporary Issues in Tourism:

New trends and emerging patterns - Current initiatives of Ministry of Tourism, Department of Tourism – Climate change and environmental issues: Community Based Tourism – Concept of Home-stays – Responsible tourism – Tourism and poverty alleviation – Social media for tourism promotion – Social responsibility and ethical concerns – Special Tourism Zones.

UNIT-II Cultural and Heritage Tourism:

Features of Indian cultural heritage – Glimpses of Indian cultural history – Preservation and conservation of monuments and culture – Cultural transition – Indian cultural heritage – Management and marketing of Religious tourism, festivals and religious events – Pilgrimage and Ethnic tourism – Protection, conservation and preservation of culture and heritage sites – Conservation and preservation of heritage sites – Impact of IT – Problems and prospects of cultural tourism in India.

UNIT-III Medical Tourism & Rural Tourism:

Medical Tourism: Concept and its relation with other types of tourism – Overview and operational aspects of medical tourism facilitators – Resource available for medical tourism in India – Major markets of Indian medical tourism – Rural Tourism: Aim and objectives behind promoting rural tourism – Resource available for rural tourism in India – Challenges and opportunities of rural tourism – Recent trends in rural tourism.

UNIT-IV Eco-tourism:

Evolution, concept and principles – Functions of ecotourism – Mass Tourism Vs Eco-tourism – Typology of Eco-tourists – Ecotourism activities and impact – Western views of Ecotourism – Eco-tourism and protected areas – Visitor management for sustainability – Major eco-tourism destinations of India – Recent trends in eco-tourism.

UNIT-V Sustainable Tourism Development:

Concept – Approaches to Sustainable Tourism – Standardization and Certification – 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 – Global warming and sustainable development – Sustainability and climate change issues in tourism – Impact of sustainable tourism development.

REFERENCES:

1. David A Fennell & Chris Cooper, *Sustainable Tourism: Principles, Contexts and Practices*, Channel View Pub, 2020.
2. Lydia Zobel, *Sustainable Rural Tourism on Saaremaa: Developing a Marketing Plan*, Grin Verlag Pub, 2019.
3. Information Resources Management Association, *Medical Tourism: Breakthroughs in Research and Practice*, IGI Global Pub, 2018.
4. Richard H Price, *Ecotourism and Sustainable Tourism: Management, Opportunities and Challenges*, Nova Science Pub, 2017.
5. Jamie Kaminski, et-al, *Contemporary Issues in Cultural Heritage Tourism*, Routledge, 2017.
6. Malcolm Cooper & Kazem Vafadari, *Current Issues and Emerging Trends in Medical Tourism*, Idea Group, 2015.

Course Outcomes

On successful completion of the course, the students will be able to gain knowledge about

K2	CO1	Widen the knowledge of concepts, theories and emerging trends in tourism
K3	CO2	Discuss the features, issues, problems and prospects of culture and heritage tourism
K5	CO3	Analyse the resources and trends in medical tourism and rural tourism
K4	CO4	Critically examine the impact of eco-tourism and sustainable tourism development
K6	CO5	Develop research problem and conduct research on recent trends and emerging issues in tourism industry

Mapping of Cos with POS & PSOs

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	M	S	S	S	S	S	M	M	S
CO2	S	M	M	S	S	M	S	S	S	S	M	M
CO3	S	M	S	S	S	S	M	S	S	S	M	M
CO4	S	M	S	S	S	M	S	S	S	M	S	M
CO5	S	M	M	S	S	S	S	S	M	S	S	S

Strongly Correlating (S) - 3 marks
 Moderately Correlating (M) - 2 marks
 Weakly Correlating (W) - 1 mark
 No Correlation (N) - 0 mark
