

2018

Capacity Building Programme

Jamia Millia Islamia *is a top ranked* Central University *created by an* Act of Parliament

Department of Tourism,
Hotel, Hospitality, and Heritage Studies
DTHHHS
Jamia thhhs@jmi.ac.in

**CAPACITY BUILDING
PROGRAMME**
May 16-29, 2018

**IMPORTANT
ANNOUNCEMENT**

 **Qualitative**
RESEARCH METHODS
For Tourism and Hospitality Teachers/ Researchers



South Asia's
Most Comprehensive
Tourism school:

NO FEES

Important dates

Submit application April 13, 2018
Selection to be communicated April 20, 2018
Confirmation by the applicants April 27, 2018
Workshop commences May 16, 2018

**Department of Tourism, Hotel,
Hospitality, and Heritage Studies**
Jamia Millia Islamia

Indian Council for Social Science Research

supported

Two Week Capacity Building Programme in Qualitative Research Methods for teachers and researchers in Tourism and Hospitality Management

May 16-29, 2018

at

Department of Tourism, Hotel, Hospitality and Heritage Studies

Faculty of Humanities and Languages

Jamia Millia Islamia, New Delhi

Introduction

Jamia Millia Islamia is a top-ranked central university that has a historical and distinctive place in the country's academic scenario. This institution places a premium on innovative teaching and professional training right from its inception in 1920. Over the years, Jamia Millia Islamia has emerged as a seat of learning that underscores the cultural and religious diversity of India, emphasizing the inclusive spirit of the country. Jamia Millia Islamia positions at assortments of mechanism to get into different targeted groups of learners to benefit the society and to support linkages.

Jamia Millia Islamia, today, is imparting quality education in almost all the major modern disciplines except medicines. These subjects range from engineering and technology, biotechnology, computer applications, mass communication, management, social work and social sciences, education to humanities, languages, tourism studies and various other sectors. In several of these areas like mass communication, education and social work, etc. Jamia Millia Islamia has been a pioneer whereas in the remaining it has acquired respectability in the academic and professional circles within a short duration also offers various programmes in tourism and related fields, services, and international business along with multiple extension programmes for capacity building. The faculty of the university is also engaged in research and consultancy addressing local needs.

As tourism becomes an increasingly important sector of the world economy, tourism related research can be expected to expand in both magnitude and scope as a critical supporting function for the tourism industry.

Tourism and Hospitality is one of the emerging fields of study and needed high skill and delivery of service through professionals like in other service sectors. As tourism planning, marketing, and product development become increasingly sophisticated in the tourism industry in India, tourism-related research becomes a critical function in providing needed information for decision-

making. Tourism drew input from various social science subjects like geography, history, economics, management, finance and accounting, anthropology and environmental science, etc. Tourism is one of the interdisciplinary themes, which requires considerable emphasis on research. State of the art qualitative research is one of the research priority areas for the department.

In the case of India, the rapid international and domestic tourism growth not only brought prosperity to this country, but also caused many pressing social, cultural, and environmental problems. As planning, marketing, and product development become increasingly sophisticated in the tourism industry, research becomes a critical function in providing needed information for decision-making. Academic articles in the domain of Indian tourism have been published for many years; however, an empirical analysis on the content of the materials and methods for research and writing the research article for hospitality and tourism need to be given momentum. It seems appropriate at this juncture to take stock of current research efforts on tourism and hospitality research in India, to determine where we are now, how far we have progressed, and where we need to go in the future.

Department of Tourism, Hotel, Hospitality and Heritage Studies

Department of Tourism, Hotel, Hospitality and Heritage Studies (DTHHHS) was established in JMI in the year 2012. DTHHHS, Jamia is devoted to excellence tourism education, training, consultancy, and research. DTHHHS has always experimented with innovative involvements. Since Governments at central and State levels are recognizing tourism a priority area for economic development, it becomes imperative that DTHHHS reaches out to a variety of audiences that are directly and indirectly influenced by tourism activities.

Department of Tourism, Hotel, Hospitality and Heritage studies (DTHHHS) Jamia, is one of the most comprehensive tourism schools in South Asia that offers a variety of tourism and hospitality programmes ranging from the first year of graduations (Level 5) to Ph.D. (Level 10). Department also allows for vertical mobility from short-term Diploma and Certificate and further research in specialized areas. The courses have planned/ designed to have the provision of multiple entries and exit at various levels culminating up-to a research degree level.

Level 10	MPhil/ Ph.D. (Tourism and Hospitality)
Level 09	Masters in Tourism and Travel Management
Level 08	Diploma in Tourism and Travel Management
Level 07	Bachelors of Hotel Management (BHM) Bachelors of Tourism and Travel Management (BTTM)
Level 07	Certificate in Medical and Wellness Tourism Certificate in Escorting and Tour Management
Level 06	Certificate in Tour Guiding and Leadership
Level 05	Certificate in Ticketing and Airfare Construction

The increasing demand for tourism and hospitality professionals to serve the sector has led to creating academic space for:

- (i) Teaching
- (ii) Professional training
- (iii) Research

Qualitative techniques in Tourism and Hospitality Research

Most of the research in tourism and hospitality is deductive in nature. However, it has attracted a lot of criticism regarding validity and reliability and thereby its inability to generalize. Researchers have been found complicit in using inappropriate samples such as non-tourists, and undertaking a piece of specific research and dividing it into multiple studies. Lately, it has been felt that generalizations based on quantitative studies are often short of offering explanations into the underlying phenomenon. It is here that inductive approaches to research, find merit. However, in India, teachers, and researchers are not equipped with qualitative research techniques. And therefore this capacity building programme.

Qualitative research is not about the numbers. It is neither about sample size nor about data being presented graphically. Instead, the qualitative researcher seeks to comprehend the depth and breadth of a subject area through the thorough study of phenomena by critically choosing participants, studying those participants systematically, and enduring data collection until no new themes arise during data analysis. Moreover, data are often articulated descriptively as verbiage instead of numbers.

However, qualitative research is still viewed with cynicism, accused of a subjectivity and conspicuous absence of evidence. Having learned the accurate detailing of data collection, sampling, analysis, and attention to unusual cases can help researcher increase the validity and reliability of their research design.

Increasingly, researchers have been integrating both qualitative and quantitative research into one study as a mixed method to offer better insights into a phenomenon being studied.

The Capacity Building Programme

The purpose of this faculty development programme is to understand the fundamental concepts and issues underlying qualitative approaches to the research in hotel and tourism management.

Participants are expected to be able to use various qualitative research methods in a practical research context. The subject will also equip the participants with the skills needed to conduct and to evaluate high-level consultancy projects.

The expected outcome of this programme is:

- Appraise, analyse and evaluate the strengths and weaknesses of various qualitative research methods in the context of hotel and tourism research.
- Integrate sophisticated qualitative research methodologies to manage the development of hospitality and tourism through policy making, planning, and decision-making.
- Evaluate and criticize various concepts and theories and apply them to the qualitative research approaches in particular.
- Communicate and react proactively to stakeholders including staff, customers, and management on different issues based on the results conducted by qualitative researchers.
- Identify current issues and forecast future trends in tourism and hospitality development both domestically and globally on an on-going basis.

Additionally, the programme will strive to

- Develop Capacity for conceptualizing and writing research proposals.

- Enhance the skill of proper referencing and awareness on plagiarism.
- Enhance capacity for writing a research paper for publication
- Develop the ability for planning and writing a book.

Focus

As mentioned above, the focus of the workshop will be on applications of qualitative techniques in research in Tourism and Hospitality. It is aimed at providing knowledge of essential tools and technique through the classroom with practical hands-on data analysis. The primary focus will be on giving instruction on how to collect the required data and subsequently how to analyze the same to make the deduction accordingly. The emphasis will be on providing education of the operation of various computer software package commonly used in Qualitative research so that the teachers can correlate between classroom teaching with analysis and in the generation of new knowledge which is the end objective of any study.

Sub-themes for the workshop will include

- Meaning and concept of research
- Research design
- Field research
- Observation and Case Study
- Interview
- Survey method and sampling
- Analysis of qualitative data
- Ethics and politics of research
- Focus on qualitative research
- Tools of qualitative research
- Elements in academic writing
- Ethics in academic writing
- Selection of journal
- Submission of research paper
- Publication process
- Dealing with proof and plagiarism

Content and Pedagogy

The pedagogy of the course consists of a combination of experts' lecture, interactive sessions case studies and hands-on working with qualitative methods of research. The programme also envisages using software like ATLAS.ti., etc.

The broad overview of course module is as follows:

Week1

- Introduction to tourism and hospitality research
- Various programmes, and research promotion schemes of Ministry of Tourism, GoI.
- Scientific reasoning and research (Deductive vs. Inductive research)
- Formulating the research proposal
- Identifying the research problem
- Review of literature
- Citation and referencing
- Publication process
- Use of various resources like library, online database, etc
- Writing a research paper and report
- Introduction to qualitative research
- Qualitative research strategies
- Data collection methods in qualitative research

Week2

- Total Interpretive Structure Modelling (TISM)
- Sampling and selection in qualitative research
- Grounded Theory
- Ethnographic Research
- Content analysis and Analytical Hierarchy Process (AHP)
- Case methods of research
- Writing a draft review paper
- Technical paper clinic through various seminar

Selection of the participants

The workshop is open for all faculty members from tourism, hospitality and allied disciplines in research institution, colleges and university postgraduate departments. Participants should have a minimum of a post-graduate degree.

The candidates applying for the workshop must show evidence of his research aptitude and he/she should submit his/her academic details in a proforma to be prescribed by the ICSSR including plan to engage in research and publication after undertaking the course.

Preference will be given to Women, SC/STs, OBC and minorities. Person with disabilities should also be given preference. The applications will be scrutinized on the basis of academic qualifications. In addition to asking for all educational qualifications (latest CV) and work experience details and publication experience, prospective participants will be asked to submit an Expression of Interest (EOI) indicating-

- 400-word write-up on research and publication plan after the workshop
- 400-word write-up on how research engagement will influence his/her teaching and engagement with the students.

Fees and costs

There are no fees for participation in this programme. Organizers may also reimburse train fare (Sleeper class). Limited lodging and boarding is available on request. There is no cost for the same.

Organizing committee

Patron	Prof. Talat Ahmad, <i>Vice Chancellor</i> , Jamia Millia Islamia
Co-patron	Prof. Shahid Ashraf, <i>Pro-Vice Chancellor</i> , Jamia Millia Islamia
Chair	Prof. Wahajuddin Alvi, <i>Dean</i> , Faculty of Humanities and Languages
Course Director	Prof. Nimit Chowdhary, <i>Head of the Department</i>
Course Co- Director	Dr. Nusrat Yasmeen, <i>Assistant Professor</i> nyasmeen@jmi.ac.in 9971780274
Organizing Secretary and contact person	Mr. Mohd. Wasif, <i>Assistant Professor</i> mwasif1@jmi.ac.in 8447489189, 9634575097
Workshop queries	workshop.dthhhs@jmi.ac.in

Application format



ICSSR Sponsored
Workshop

**Capacity Building Program on Qualitative Resources
For faculties of Tourism & Hospitality
(May 16-29, 2018)**

Organized by
**Department of Tourism, Hotel, Hospitality, and Heritage Studies
Jamia Millia Islamia
New Delhi – 110025**



1. Name (in block letters):
2. Father/Mother's Name:
3. Category: Gen OBC SC ST
4. Gender (Male/Female/Third Gender):
6. Subject Specialization: Tourism Hospitality
6. Address for Communication:
7. Email ID:
8. Phone/Mobile No.:
9. Accommodation required: Yes No
10. Place: Date:.....

(Signature of the Participant)

(Principal/Head)
(With signature and seal)

Name:

Designation:

Note: there is **no registration** fee. The Registration form duly forwarded should be sent to the Course Director through email (workshop.thhhs@jmi.ac.in) / [post lasted by April 13, 2018](#).

Important Dates:

1. Last date for the receipt of application form: April 13, 2018
2. Selection to be communicated: April 20, 2018
3. Confirmation by the candidate to attend the workshop to be communicated: April 27, 2018
4. Workshop Dates: May 16-29, 2018

Note : For any further information, participants may contact **Mr. Mohd. Wasif** (Mob. **8447489189**)