

MASTER OF TOURISM & TRAVEL MANAGEMENT

MTTM-16

DISSERTATION GUIDE



**School of Tourism and Hospitality Services Sectoral
Management (SOTHSSM)
Indira Gandhi National Open University**

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MTTM 16 DISSERTATION GUIDE

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16.0 OBJECTIVES

After going through this dissertation guide, you will be able to:

- appreciate the importance of tourism research;
- understand the relevance of dissertation work for completing the MTTM programme;
- acquaint yourself with the various steps that have to be followed for writing a dissertation;
- know the rules in relation to this course; and
- take note of the do's and don'ts in regard to dissertation work.

16.1 INTRODUCTION

One gets varied responses from learners in relation to dissertation work. Some get panicky, some have apprehensions while others take it as a challenge and enthusiastically work on it. Well, we would like our learners to be in the third category. Please remember that in this course we are not asking you to take up a major research project. In fact, what we are attempting is to take you a few steps further on from what you must have done earlier in school or at undergraduate level (remember the teacher having asked you to do a project in school; as BTS students you did three projects; while doing a Diploma in Hotel Management you did projects and so on). The aim here is to sharpen your research skills, provide a practical understanding of the tourism system, give some field experience, etc. This will help you develop managerial capabilities or develop yourself as a researcher or an activist concerned about sustainable tourism development. Of course, this will depend on the topic that you pursue for your Dissertation.

This Dissertation Guide not only acquaints you with the procedures and rules to be followed for completing **MTTM-16** but also provides you an understanding of how to go about it. It starts with a brief discussion on the nature of tourism research and goes on to explain the steps related to Dissertation Work. Some of the relevant questions that we attempt to answer in this Guide include:

- How to select a topic and prepare a Dissertation Proposal?
- What type of methodology should be adopted?
- How to write your Dissertation Report? Etc

You must therefore go through the guide carefully before taking up the Dissertation work.

16.2 TOURISM RESEARCH

You are already aware of the diverse nature of the tourism industry and its long-term implications on economy, society, culture and environment. Whether it is a question of planning and developing sustainable tourism or managing varied tourism business operations, research is an essential component of all such activities. For example, to understand the impact of tourism, one has to go for research; for developing a product one needs market research and so on. Tourism, as a discipline of its own, is in an evolutionary stage and research in this area has to be inter-disciplinary. In many developed countries and for some destinations, a certain amount of research findings are available and the same is the case for some industry segments of significance. However, tourism research still remains fragmented and in many cases also lacks the sense of direction. **Douglas G. Pears** in his book on **Tourism Research Critics and Challenges** (1993) has pointed out: "much tourism research has been methodologically unsophisticated and not supported by a strong theoretical base. Such characteristics are explained, if not excused, by the infancy of the field but this temporal dimension alone is an inadequate explanation. A related and equally important factor has been the often uncritical manner in which much tourism research has been undertaken. The emphasis has been on the results with very little attention being paid to the way in which the research has been carried out."

J. Jafari (1989) has located tourism research and writings into four main "Platforms" :

- 1) **Advocacy Platform:** This stresses mainly on the economic benefits and contributions of tourism and research from this point of view, describes tourism as a major form of development. However, it ignores the various other factors related with tourism.
- 2) **Cautionary Approach:** This kind of approach emerges as a reaction to the Advocacy Platform. It questions the economic benefits and looks into the negative social-cultural and environmental impacts of tourism.
- 3) **Adaptancy Platform:** This approach stresses on the changing aspects of tourism. It addresses questions like how tourism is changing to adapt to new demands. It further stresses the new forms of tourism like **sustainable tourism, alternative tourism, eco tourism, etc.**
- 4) **Knowledge-based Platform:** This approach emphasises on the inter-disciplinary research which takes a holistic view of tourism.

However, we would like to put another **fifth platform** i.e. **Tourism Business Research**. In this we use the various methodologies for research in business operations and management, but at the same time keep applying the first four approaches as per the requirements.

In fact, what is required is a critical approach for research in this area which takes into consideration both the positive as well as the negative impacts. **Douglas G Pears** strongly advocates **comparative studies** in tourism research. According to him, "the comparative approach has yet to emerge as a distinctive, readily recognisable methodology in tourism research, despite its application to a wide variety of problems". There are scholars like **Frances Brown (Tourism Reassessed Blight or Blessing, 1998)** who stress upon an international approach to tourism research and in favour of his arguments, **Brown** mentions that "Political and economic upheavals in one part of the world may affect travel to and from other parts, altering tourism flows and producing a knock-on economic effect. Governments can impose tourism 'sanctions' that are every bit as effective as commodity embargoes. Some countries have used tourism to help solve balance of trade surpluses, to project a particular image or to promote their own ideology. The very establishment and operation of a tourism industry can be viewed (depending on one's perspective and political leanings) either as a means to development, modernisation and 'progress' or as an example of structural dependency and neo-colonial exploitation." Hence, besides economic, social, cultural, business and environment one should also take into account political considerations in tourism research.

Tourism is used both as a political and an economic tool as also an instrument for image-creation by many nations. International relations affect tourism in a variety of ways. **Francis Brown** gives the example of the fall of Berlin Wall in 1989 "which completely changed the tourism map of Central and Eastern Europe". Similarly, relaxation in travel restrictions by China or the end of apartheid in South Africa had a bearing on international tourism. Such political changes not only affect the movement of people but also have a bearing on tourism businesses like designing of new tourism products, search for new tourism markets both inbound and outbound, entry of multi-nationals into new tourism areas etc. One must remember the fact that in addition to the big players or the multi-nationals the tourism industry constitutes of a large number of small scale businesses. These small businesses also need to be

investigated and research data collected and analysed to understand the overwhelming reach and impact of tourism.

Today the relevance of tourism research is being gradually acknowledged at all levels – global, national, regional, local and site-specific. Yet, in the developing countries research still remains weak and this could be due to many reasons like lack of data, lack of debate, lack of financial resources, lack of political will or even lack of understanding about the potential and role of tourism research, etc. These limitations cannot be dealt with overnight. However, let us, as students of tourism, attempt to contribute in our own way whatever we can in the area of tourism research.

16.3 DISSERTATION WORK FOR YOU

Keeping in view the significance and the role of research in tourism (planning, impacts, marketing and business operations, etc.) we have this course – **MTTM-16**, as a compulsory **dissertation** component of the MTTM programme for our learners. The importance of this component in the programme is evident from the **8 credit value attached to it**. The Masters Programme is aimed at imparting knowledge and skills to managerial/semi-managerial jobs or entrepreneurs in the area of tourism. It is expected that acquaintance with the areas of tourism research and the dissertation work will enable the students to gain an insight into the tourism system. Further it would also provide the learners relevant experience and exposure to the field situations in this sector. This course, thus, also focuses on practical or field-oriented situations and by researching on them you would be sharpening your skills in those areas. As a research work the preparation of dissertation is an opportunity to gain exposure to the working methods of the tourism industry and understanding tourism impacts. You are expected to put into practice all that you have learnt about that particular theme during your course work. It is a way of applying the knowledge gained through the courses to specific situations in Tourism.

The dissertation is a preliminary form of research. An investigation into a topic under a broad subject area, it is largely your own work and is to be pursued by you all the way – from the inception of an idea/topic till the final report is prepared. Of course, you will have your supervisor to guide you for the work.

Your Dissertation Work is worth eight credits. This means that you are expected to spend about **240 study hours** in completing your work. Award of the degree is subject to a successful completion of your dissertation. To be able to successfully complete the degree **you must secure a minimum of 40% of marks (Grade D)**. We would prefer to receive a **typed and bound copy of your Dissertation Work**. The format of the cover page is given in the Annexures. The length of your Dissertation Work may be between **10,000 to 15000 words** or more depending on the topic. Keep both these things (expected study hours and the expected length of your work) in mind while choosing the topic.

16.3.1 Dissertation Supervision

Your Dissertation shall be guided by a Supervisor recognised by the Indira Gandhi National Open University. **All counsellors of the MTTM programme at the study centres are recognised as supervisors for guiding dissertations**. A list of supervisors is available with

the Coordinator of your Study Centre. **You can also have a supervisor from university/college teachers or from the tourism industry.** However, such person:

- Should hold the rank of Manager or above (if chosen from the Tourism industry)
- Should have at least three years of teaching experience (for academics)

If you are taking a supervisor of your choice (from industry or academic) **apart from IGNOU Councillors at the respective Study Centres, send a brief bio-data of him/her along with the dissertation proposal to the Programme Coordinator at New Delhi** for approval.

In case you have any problems in this regard you are always welcome to write to the Programme Coordinator and seek advice.

Note: In case some Delhi-based students want to have the IGNOU tourism faculty members as Supervisors, they can approach us for the same. However, it is advised that you have a Supervisor whom you can easily access.

16.3.2 Selecting a Topic

Selecting a topic is your first step towards the completion of your Dissertation. About the only thing you will be sure of at the end of the previous semesters is that you do want to write on a subject that directly relates to your choice of a career in tourism. Any narrower topic will probably elude you, for the moment anyway. Knowing this much gives you something to work with. Focussed and specified topic will probably elude you, for the moment anyway. In fact at this moment you are in the "**thinking about it stage**". (S. Joseph Leirme (**Writing or Presenting your Thesis or Dissertation**, www.learnerassociates.net/dissthes/)). Go to the library or consult the managers in the tourism sector. As an introduction and overview (which is all you want at this time) read any text that relates to your area of interest. You might return with some ideas. Do not try to remember all that is in it. You are looking just for ideas. A wealth of possible topics lies before you. You will probably decide, however, that some of these ideas are too large for a dissertation. At the same time you would also gather several ideas that are good and can be explored further. There could possibly be a manageable idea as well. At this point you may also begin to question whether this idea and the related topic, interesting though it might be, might not be too narrow for you to work on. Broaden the topic somewhat. Perhaps you will want to return to another idea. You should find a suitable topic – a topic on which data will be available.

In fact a lot of thinking and creativity is required at this stage. You should not eliminate ideas in a haste nor should you sit on them for a long time. Narrow down your ideas and pin your idea down to a broad topic. This topic, however, will have to be narrowed down still further in order to focus your research. The next **Section (16.4)** will be of some help to you.

Ask for the Supervisor's advice. Tell him/her what you have read or experienced, what your thinking is, and ask his/her help. The Supervisor's question provides an opportunity to learn something that the specialist in tourism studies knows. Seize the opportunity. If you do, you will have a good working topic for your Dissertation. You will also have completed the hardest task, selecting the working topic. From here on, completing the Dissertation will be just a matter of technique.

The purpose of giving you Dissertation Work is to make you face real situations in your professional training in different areas of tourism. The Dissertation Work should, therefore, be selected by you in order that you can

- 1) learn something about the variety and locations of tourism development situations;
- 2) learn how to evaluate the potential of these situations;
- 3) improve organising and managerial skills, etc.

In short, it is to teach you how to research, analyse, and assess the tourism potential of areas/regions/products. The first purpose teaches the fullest and most efficient use of the tourism resources; the second and third purposes teach how best to manage these resources.

Here is a final check. Does each of these statements describe you? If they do you are ready to prepare your research proposal.

I am **familiar** with researches that have been conducted on themes related to my dissertation topic.

(Yes)

(No)

If no, try to familiarise yourself

I have a clear **knowledge** of the steps that I follow in conducting my research.

(Yes)

(No)

If no, first understand the steps

I have an adequate **theoretical framework** of study.

(Yes)

(No)

If no, first develop some theoretical base

I am aware of my sources from where to **collect the required data**.

(Yes)

(No)

If no, first look for your sources

I feel that I have the **ability, motivation and drive** to get through each of the steps necessary to complete my research project.

(Yes)

(No)

If no, understand the steps first

16.3.3 Dissertation Proposal

After identifying the area of study and a proper topic you should prepare a Proposal/Synopsis in not more than 1000 words. Your Proposal is essentially a description of **what** you propose to do and **how** you intend to go about it. The Dissertation proposal should be prepared in consultation with the supervisor and should have the following details:

- Title of the proposed Dissertation.
- Rationale behind the proposed topic (Why you have chosen the topic).
- Objectives of your study (State clearly what you intend to achieve or find out through your proposed study).
- Review of relevant Literature (evaluation of previous research work) related to your selected topic to identify the research gap and give a theoretical base to your proposed research work.
- An outline of the research plan and methods to be used for your proposed study.
- Chapter Outline. Identify and list tentative chapters of your proposed Dissertation Work. Also outline briefly the content of each chapter.
- A preliminary bibliography (list the sources you have referred to/used while preparing the proposal).

You may also discuss your Proposal, with your friends and colleagues, your counsellor, your counsellor and any experts in that field that you know about. If you want to work on any organisation it is advised that you seek the approval of the concerned organisation at this stage itself.

It is very important that you are familiar with the geographical area you wish to base your topic on. It should also be **accessible** to you. Generally, it is a good idea to choose a surrounding which is close by, or within your travelling range. It is a good thing to be close to one's sources. Never take a topic for an area which you cannot visit or experience. For example, if you intend to work on a topic related to Kashmir, then you have chosen the topic as you have visited Kashmir or you are in the process of visiting Kashmir. Else the Dissertation will be based on bookish knowledge and the very purpose of preparing Dissertation based on experience and practical aspects would be defeated.

Prepare two copies of your proposal (preferably typed), obtain the approval of your Supervisor on the format given in **Annexure in Sub-sec.16.9.1** and send one copy on the following address:

Write on top of the
envelope in bold
MTTM - 16

**Programme Coordinator (MTTM)
School of Tourism and Hospitality Services Sectoral Management (SOTHSSM)
Block No.15, 2nd Floor
Indira Gandhi National Open University (IGNOU)
Maidan Garhi, New Delhi - 110 068**

Remember to:

- Keep a copy of the proposal with you, since we will not send your copy back.
- Ensure that Dissertation Proposal Proforma given at Annexure A of the MTTM 16 Booklet is filled up in all respect including the signature of your supervisor. This Proforma should invariably be the first or covering page of your Dissertation Proposal/synopsis
- **Give your complete postal address along with the area pin code. We will be sending the Letter of Acknowledgement and Comment of proposal submission by Speed post. Many a times because of incomplete address given by the learner/students, the letters are returned back to us.**
- Send your Proposal through Registered Post only, so that it reaches us for sure.

Communication of Approval

A written communication regarding the approval/non-approval of the Dissertation proposal will be sent to the student. The approval should normally reach you within a month of the receipt of the proposal in the School.

The approval letter will also give an authorisation which may enable you to make enquiry and investigations in different organisations pertaining to your work. However, this authorisation does not give you free access as the organisations take their own decision in this regard.

REMEMBER

- 1) **Wait for your letter of approval of the Proposal. The approval should normally not take more than a month. You should begin on the Dissertation only after obtaining the approval from Programme Coordinator MTTM.**
- 2) **Keep this Letter of Approval safe.**
- 3) **This Letter of Proposal Approval should be attached in your final Dissertation Report as and when you prepare and submit it. Keep a photocopy with you.**
- 4) **The University has the right to return back to the student the Dissertation Report if submitted without this Letter of Proposal Approval.**

Re-submission of Dissertation Proposal (if not approved)

In case of non-approval of the proposal, the comments/suggestions for re-formulating the Dissertation Proposal will be communicated to the student. In such case the revised proposal/synopsis should be submitted again in proper format along with the copy of the Letter of the proposal rejection bearing the comments of the Programme Coordinator, MTTM (New Delhi).

16.4 SOME SAMPLE THEMES OF RESEARCH

Here, we provide you some sample themes out of which you can select one and narrow down on a topic. However, **these are only samples** and you can select beyond this list also. At the same time note that, for example, Use of Technology in tourism is a theme. It is not a topic for research. The topics under this broad theme could be many like "Technology in hotel marketing: A case study of ITDC" or "Impact of technology on small travel agencies: A case study of travel agencies in Lucknow".

The various themes outlined below are only samples and should not be mistaken for specific Dissertation Topic/Title

Tourism Management

- HRM Policies in Organisations and their Critical Evaluation
- Organisational Culture
- Group Dynamics, Interpersonal Relationship and Conflict Management
- Gender Issues and Possible Solutions
- Safety and Security Concerns and their Management
- Host Guest Relationship and Visitor Management
- Carrying Capacity of Sites/Destinations
- Linkages among various Constituents of Tourism Industry
- Role of Unorganised Sector in Tourism Development and Management
- Public-Private Partnership (PPP) in Tourism and Hospitality Industry
- Information Management in Tourism
- HRD Policies and Practices
- Critical Analysis of Tourism Policies
- CSR in Tourism and Hospitality Industry
- Role and Functions of Tourism Organisations

Tourism Resources and Products

- Socio-religious practices and customs of local communities. The study can also focus on specific rituals and customs practiced among local community, Fairs, religion and/or social festivals etc. in relation with tourism;
- Fine arts of a region especially various dance forms, music, and traditions of painting, the documentary details pertaining to the practice of the fine arts, (development and dispersal); and how these can be incorporated as tourism products;
- Architectural styles – their origin, development and present form; their history, tourist flow, the state of conservation and management and their relation to tourism;
- Archaeological sites in a region and their relationship with tourism. A comparative study of sites in a region, the tourist flow at these sites and ancillary attractions of any can also be studied;
- Museum in your region/locality and their contribution to tourism development and promotion. The collection of artifacts in the museum and their upkeep, interest of local population and tourists in the museum are visible areas;
- Textile, crafts and craftsmen specific to a region and their relevance in tourism. The problem of authenticity in craft forms and their commercial potential as also the importance of a craft in the overall commercial production of the region;
- Tribal cultures in your region and their tourism potential;
- Government policies on tourism and culture – a critical study of these policies and their effect on tourism;
- Concept and case study related to Health, Medical, Wellness and Holistic tourism;
- Concept and case study of Religious Tourism and Pilgrimage Tourism;
- Crises – types, popularity and cases;
- Prospects and Challenge in other Special Interest Tourism (SIT) like Adventure Tourism, Events and so on.

Tourism Marketing

- Consumer research which may include profiling of tourists (domestic or international tourists) visitor expectations and behavior, influences;
- Segmentation of tourist market and market analysis (domestic/international); specific markets;
- Comparative analysis of pricing strategies;
- Analysing promotional campaigns and Events carried out by destinations, tourism departments, tour operators, travel agencies etc.;

- Advertising, Publicity, Public relations, Sales promotion and use of media for marketing;
- Issues related to seasonal marketing, socially responsible marketing and relationship marketing;
- Familiarisation tours, Travel marts and Shows;
- Marketing of any product or service like destinations, events, shopping, airlines, accommodation, tourist transport, travel agency, tour operators, etc.;
- Role and impact of technology in tourism marketing (comparative studies, use of Internet);
- Distribution channels and strategies (various tourism businesses);
- Consumer buying behaviour and decision making process;
- Destination Branding and Destination image building;
- Tourist Experience management, Tourist Reception and Satisfaction Evaluation;
- Identifying and marketing MICE, cruises, etc.

Tourism Impacts

- The arm twisting methods adopted by the developed countries in deciding the nature of tourism in developing countries;
- The effects on tourism due to the strained international relationships;
- The political situation prevalent in a country or region and its impact on tourism;
- Ecological and Environmental impacts of Tourism development observed in your locality/region, and their possible solutions;
- Developmental activities in your locality and activities in your locality and region and their impact on and linkages with tourism;
- Socio-cultural impacts of tourism theories and models with case study;
- Economic Impacts – Multiplier Effect, infrastructural development, job opportunities etc.;
- Surveying the community perception and visitors' behaviour with regard to development and tourism activities;
- Impact of war or political unrest on tourism;
- Political developments and their mark on international/national tourism, including role played by NGOs and international tourism bodies like WTO, PATA, IATA and others.

Further you are absolutely free to add to these themes or look for more. These are just samples for guidance.

You must retain the Dissertation Guide till you have completed the entire Programme

In case of any additional academic query, you may write to:

**Programme Coordinator, MTTM
School of Tourism and Hospitality Services Sectoral Management (SOTHSSM)
Block-15
Indira Gandhi National Open University
Maidan Garhi
New Delhi - 110 068**

Or call at
Telephone No. 011-29571756

Or e-mail at
E-mail ID: mtm@ignou.ac.in

16.5 METHODOLOGY: SOME HINTS

All matters relating to dissertation work must be planned and decided in advance. This means designing your research work.

The meaning of 'design' in research will be clear to you with the help of an analogy. Imagine, for a moment, how an architect designs a building, say a house. To begin with, the architect conceives the layout of the building. He/she decides how large it will be, how many rooms it will have, what materials will be used and so on. He/she considers each decision that will have to be made during the construction of the house. He/she does all this **before** the actual construction begins. Thus he/she prepares a design so as to have a clear picture of the house. The preparation of such a design helps to eliminate the difficulties which may be encountered at the time of construction. It also avoids wastage of time, money and material. Further, such an exercise enables the construction plan to be executed successfully.

The above analogy is equally relevant to the field of research. After selecting the topic and before conducting the research investigation, it is necessary for a researcher to make a number of decisions concerning aspects such as:

- Type of data to be collected;
- Tools of data collection (Research Methods) e.g. questionnaires, interviews, etc.;

- Equipment to be used (e.g. a voice recorder);
- Sources to be used;
- Field work to be done;
- Whether to take attachment with some organisations;
- Tabulation and Analysis;
- Time frame of study;
- Cost estimates; etc.

These decisions are to be articulated in such a manner that they remain feasible. Thus, broadly speaking, the research design is a symbolic representation of such decisions that help in the creation of conditions for the successful completion of a research investigation combining relevance and purpose of research with costs and procedures.

16.5.1 Collecting Data

Data collection, which is the process of gathering information from different sources, begins after your topic and research problem have been identified and your research objectives stated. There are two types of data:

- Primary data: These are data collected through first-hand investigation and generated specifically for purposes to address the identified problem/ objectives of a particular research study. Common method of collecting primary data includes observation, interviews, questionnaires, surveys, focus groups etc.
- Secondary data: These are data already available and collected for purposes other than the research problem at hand. Secondary data can be found in published or unpublished sources, journals, newspapers etc.

Collecting data, please remember, is the most important stage of your Dissertation Work since it provides all the sources that you will eventually need while writing your report. Data collection begins after your topic has been identified and approved. It is a rigorous process. The exact nature of your data collection depends on your theme. However, certain points need to be kept in mind:

- It is always better to over collect than under collect your material. Eventually it is only half of it, and sometimes even less than that, which is utilised directly in your report. But every piece of information collected at this stage contributes to your knowledge of Tourism Studies. **Do not get overwhelmed by the volume of your data.** Do not, therefore, leave opportunities of data collection, or put it off for another day. You may not get the same opportunity again. Your sources, whether in the form of books, documents, sights or people may not be always available to you.
- Some thinking, a system screening and monitoring are crucial in data collection. Certain principles of selection and the development of a framework in which to operate are as useful before you begin the work of data collection as they are during the process. If, for instance, you have to collect samples of responses, then do spend some time in preparing

your questionnaire. Consult your supervisor, speak to experts in the field and read some literature related to it. Your questionnaire should evolve out of all these. The kind of answers you get in your **questionnaire** will depend, to a very large extent, on the kind of questions you ask. Time spent on this exercise will save you from landing into many problems later. If you want to organise a group meeting, then selection of people, representation of cross-sections and preparation, by you, of questions, statements and interventions in the debate will be useful. Your ability to record or put down on paper various view points and arguments will enable you to store material. Remember, these group meetings may not always proceed as you plan originally. If it so happens do not get disheartened. Spontaneous and unanticipated responses are often very useful material. The important principle is thorough home work so that you approach your sources fully prepared and equipped, intellectually and psychologically.

Some important things to remember are given here:

- **Classification and cataloguing** of data will enable you to make an effective use of your material later.
- You should note the date and place etc. of the interviews taken.
- Maintaining separate files of different kinds of sources will help you later at the time of writing your report.

16.5.2 Analysing Data

Analysing data may not in all the cases exist as a separate stage. It often overlaps with the earlier and later stages. Analysis of your source material begins immediately after you have started collecting data. Analysing data requires maintaining constant interaction with your source material, developing different **ways** in which to look at your data, applying different interpretations to it and finally translating your material into a set of arguments around which your report should be written. It is while going through your material again and again that you become clear about the various aspects of the theme under investigation and the possibilities it contains. This helps you in building your argument.

Remember, your data can be in the form of written records, articles, copies of rules and regulations, impressions, recorded interviews, your own diary, observations, questionnaires, government documents, newspaper clippings, and minutes of group meetings etc. In other words you will have access to material collected from a variety of sources. As you sort them out you will realise that they contain facts and information on the one hand and impressions and opinions on the other. Quite often the two may be at variance with each other, and present a very complex and somewhat self-contradictory picture of things. While retaining the complexity (that is to say not simplifying it unnecessarily) you have to avoid making your report appear contradictory. **You can do this by distinguishing facts from opinions and making sure that other people's judgements do not appear as your own.** While scanning your data, for example, you may find that an official document on a particular monument may be very different from popular versions about the same monument. In another case, for instance, media's handling of the environmental issues may not correspond with your own discoveries in your region. In such situations you will have to record your own impressions without being dismissive or unfaithful to other versions.

16.6 WRITING YOUR DISSERTATION

Writing a dissertation is a specialised task and in the following Sub-sections we give you some hints.

16.6.1 Writing

Good writing is clear writing. One who writes well writes plain English and avoids jargon and slang. If you find yourself writing a sentence you cannot end, break down the sentence into its component ideas and start over again with several simple sentences in place of the cumbersome one. It has a beginning, middle, and an end. A good beginning introduces the subject as briefly as possible. A good ending sums up and concludes, again, as briefly as possible. A good Dissertation is structured, can be outlined easily because it was written from an outline, avoids tangents, and is devoid of emotional language.

It is written in well-formed sections/chapters. Each section/chapter is formed by the elaboration of one idea or by the elaboration of more than one idea, when the ideas are closely related.

You should also see that every paragraph evolves out of the paragraph that preceded it; that is, the ideas flow smoothly. If you quote from somewhere give reference.

Finally, a good Dissertation is an honest writing. It is one that contains no hot air, no waffling, no padding, no attempts to substitute meaningless words merely to fill the required number of pages. Say what you have to say and stop. Indeed, if you **have** done your research well, you will have no problem. The self-discipline necessary is to learn how to write well. You will learn to make every word count.

Two theories exist on the problem of starting to write. One theory counsels you to put something, anything, on paper, just as long as you start. The hypothesis is that you can rewrite later. The other theory counsels you to do the best job of writing that you can do on the very first draft.

The approach you use will depend largely on the use you made of the time. If you have not percolated in a productive way, you will find that you have to resort to the first; your thoughts will not be sufficiently integrated to attempt the second approach. If, on the other hand, you have percolated profitably, you will be **able** to use the second approach; the material will be so much a part of your thoughts that your sentences and paragraphs will form themselves without difficulty.

All your arguments should be neatly tied and logically culminated at the end of each section and again in your conclusion. At the same time the interconnections between different sections should be clearly maintained.

Material directly copied or reproduced from any other published or unpublished projects/dissertations or directly downloaded and copied from various websites would be disqualified. Such Dissertation Report would not be evaluated and the learner has to do the Dissertation all over again.

Format and Sequence of material in the Dissertation Report

The length of your Dissertation Work may be between **10,000** to **15000** words and should be typed or word-processed. Choose a presentable font; the Times New Roman Font is now more or less standard. Pages should be numbered sequentially at bottom-centre.

- Cover Page of Dissertation (Format given in Annexure B)
- First Page of the Dissertation (Format given in Annexure C)
- Letter of Proposal/Synopsis Approval from Programme Coordinator, MTTM, New Delhi
- Table of Contents
- List of Figures/Tables
- Acknowledgement
- Main Text (comprises of the chapters, bibliography and appendices)

16.6.2 Editing and Writing

Read your Dissertation in a detached a manner. Pretend that someone else has written it and that you are being paid to find fault with it. Also that you are being paid to recognise and praise its good points. In short, be objective. As you read your Dissertation the first time, do not concern yourself with content. With as many errors in style as it undoubtedly contains, you cannot begin to evaluate its content; poor style obscures the value of its content.

The average learner does not know how to edit his first draft because he does not recognise everything that is wrong with it. Even if you are not a gifted writer, however, your work will be improved if you will delete its most glaring errors.

The second concern will be its content.

- Change all unnecessary uses of the passive voice to the active voice.
- Check all your adjectives, one by one. Is each one necessary? Does it add substance to your statement? Could you delete it and strengthen the statement by choosing a more dramatic verb instead?
- Check your conciseness. Have you put in unnecessary words and phrases?

Editing is hard work. It demands objectivity. It demands the willingness to read and reread, to delete, and to rewrite. Nevertheless, this hard work will pay off. We promise you in the quality of your finished work.

As you learn to make yourself conscious of errors **as you are making them** and as you discipline yourself not to let those errors enter into your writing, the text will improve. As the quality of your writing improves the time, effort, and pain involved in editing and rewriting will lessen. Let that bright promise stir you to do your best work for the first time. If you will so train yourself, you will find that you will begin to enjoy the challenge of writing.

Before you hand in your Dissertation for evaluation, have a copy made for yourself. The Dissertation which is submitted for evaluation will not be returned.

Dear learner; if we have laid down fast rules for you to follow, we have done so because both you and your Supervisor will respond favourably to a Dissertation that gives evidence of having been prepared with careful attention to the trifles that make perfection. That attention to trifles begins with your first trip to the library and ends only with your completing the Dissertation.

Our aim in writing this guide has been to map the road that lies between, to light up the dark places, to recommend a safe speed limit, and to post the danger signs, in short, to make that road less hazardous to travel. If you experience a sense of satisfaction when you finish your journey, we shall have achieved that aim.

16.7 FINAL DISSERTATION REPORT SUBMISSION AND EVALUATION

Prepare two copies and send **one** to us on the following address:

Registrar,
 Student Evaluation Division (SED),
 Block-12,
 Indira Gandhi National Open University (IGNOU)
 Maidan Garhi
 New Delhi - 110 068

On top of the envelope, please **write**:

MTTM-16 DISSERTATION

CHECK LIST BEFORE SUBMISSION OF DISSERTATION REPORT

Make sure your Dissertation report has:

- The same title as in your approved Proposal/Synopsis
- The declaration, given in Annexure C duly signed by you and your Supervisor
- The Letter of Approval of Dissertation Proposal/Synopsis given by the Programme Coordinator-MTTM

Evaluation

Upon its submission, your Dissertation will be sent to an examiner. You must secure a minimum of 40% in your Dissertation Work in order to successfully complete your course. Dissertation Report are evaluated twice a year, one along with the June Term End Examination and the other along with the December Term End Examination.

Last Date for Submission of Final Dissertation Report

For Evaluation of Dissertation Report for the JUNE Term End Examination	For Evaluation of Dissertation Report for the DECEMBER Term End Examination
31 st May (of the same year as the June TEE)	30 th November (of the same year as the December TEE)

Dissertation Report received after the last date specified above would be considered for evaluation for the next Term End Examination. For example if a student submits his/her Dissertation Report on THE 1ST OF June, the Dissertation Report would be evaluated not for the June TEE but only in the next TEE i.e. in December.

Remember:

- Dissertation Work should be original and in your own language;
- You should not copy or reproduce any other published or unpublished projects or dissertations else it would be cancelled;
- Arguments should be substantiated by your data;
- Information should be properly documented; give photographs etc. if necessary;
- The research methodology adopted by you should be stated at the beginning of your work;
- Give a **bibliography** at the end. It should include all your sources like records, documents, reports, questionnaire format, interviews, group meetings, newspapers, magazines, etc. listed under separate heads.

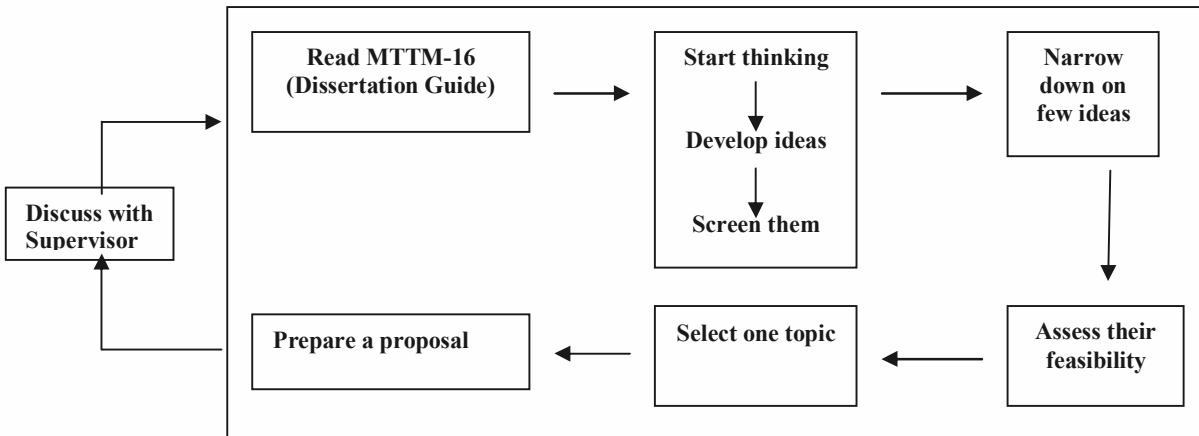
In case you secure less than 40% marks, you will have to do it all over again. In that case, you will have to send a Demand Draft of Rs.600/- drawn in favour of IGNOU, payable at New Delhi, along with your new Dissertation to the Registrar, Student Evaluation Division (SED), IGNOU, New Delhi.

16.8 LET US SUM UP

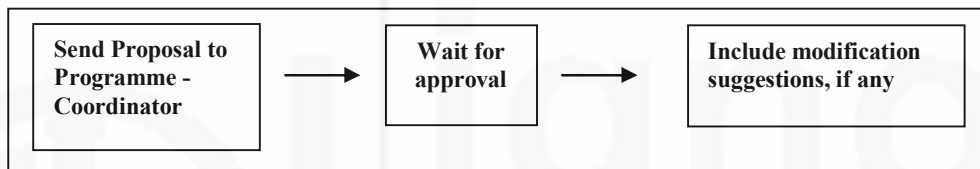
We hope you have understood the various aspects regarding dissertation work. You must follow the steps carefully and abide by the procedures (see the figure on next page).

STAGES OF DISSERTATION WORK

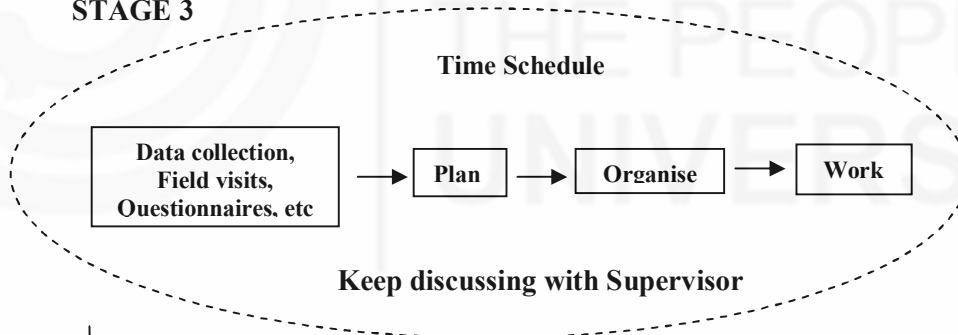
STAGE 1



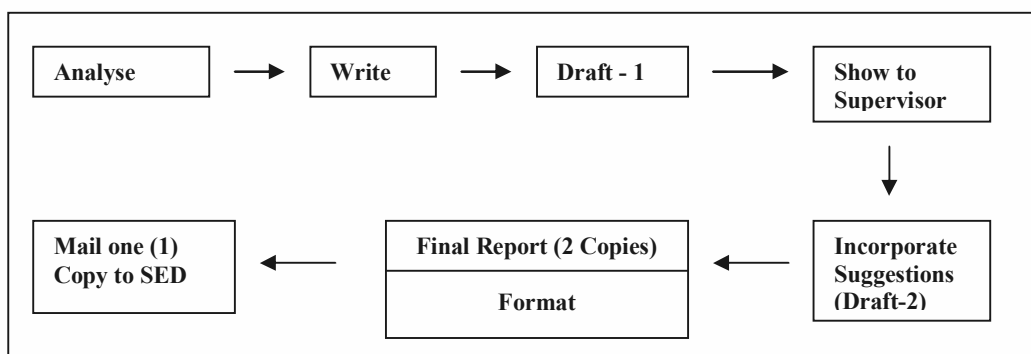
STAGE 2



STAGE 3



FINAL STAGE



DISSERTATION PROPOSAL PROFORMA

Candidate's Information (to be filled by the candidate)

Date

Name _____

Programme Code: **MTTM**

Course Code: **MTTM-16**

Enrolment No.

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Regional Centre _____

Complete Postal Address

StudyCentre _____

Code

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Mobile No. _____

Email ID:

Title of the Dissertation _____
(Enclose the proposal/synopsis)

**LETTER/CERTIFICATE OF APPROVAL
(by the supervisor)**

I hereby certify that the proposal for the Dissertation entitled _____
_____ by (Candidate's Name) _____
has been prepared after due consultation with me. The proposal has my approval and has, to my knowledge, the potential of developing into a comprehensive Dissertation Work. I also agree to supervise the above mentioned Dissertation till its completion.

(Signature of the Supervisor)

Name _____

Designation _____

Address _____

[DISSERTATION TITLE]

Under the supervision of

(Supervisor's Name)

**DISSERTATION REPORT SUBMITTED TO
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR
THE AWARD OF
MASTERS OF TOURISM & TRAVEL MANAGEMENT (MTTM)**

**STUDENT NAME :
ENROLLMENT NUMBER :
STUDY CENTRE :
REGIONAL CENTRE :**

ANNEXURE C

FIRST PAGE OF THE DISSERTATION REPORT

Programme Code: **MTTM**

Enrolment No.

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Course Code: **MTTM-16**

Study Centre Code

--	--	--	--

Regional Centre _____

TITLE OF THE DISSERTATION

Dissertation submitted to the Indira Gandhi National Open University in partial fulfilment of the requirements for the award of the Masters Degree in Tourism Management. I hereby declare that this is my original work and has not been submitted or copied from elsewhere.

Signature of the Candidate _____

Name of the Candidate _____

Address _____

Date of Submission _____

CERTIFICATE BY THE SUPERVISOR

CERTIFICATE

Certified that the Dissertation entitled (Topic) _____ submitted by (Candidate's Name) _____ is his/her own work and has been done under my supervision.

It is recommended that this Dissertation be placed before the examiner for evaluation.

(Signature of the Supervisor)

Name _____

Address _____

Study Centre _____

Regional Centre _____

Date _____

IMPORTANT INFORMATION

- Read the Dissertation Guide carefully.
- After reading it, identify a few themes.
- Discuss these themes with the Supervisor and select any one topic to pursue your Dissertation Work.
- Prepare your proposal in consultation with your Supervisor.
- **Mail/submit** a copy of the **Dissertation proposal**, duly signed by your Supervisor, to the **Programme Coordinator (MTTM), SOTHSSM, Block 15, IGNOU, Maidan Garhi, New Delhi-68**
- Wait for a 'Letter of Acknowledgement and Comment' of the proposal you have submitted. This letter will state whether your proposal has been approved or reframed or not approved. If not approved, you will be given reasons and also suggestions. You will then have to re-submit revised dissertation proposal/ new proposal until it is approved.
- Work on your Dissertation as per guidelines given in the Dissertation Guide.
- Prepare Dissertation Report in English only.
- The letter of Proposal approval form the Programme Coordinator (New Delhi) should be attached in the Dissertation Report.
- **Mail/submit** your **Dissertation Report** to the **Registrar, Student Evaluation Division (SED), IGNOU, Maidan Garhi, New Delhi-68**. The cover should clearly mention MTTM-16 Dissertation.

***Give your complete postal address along with the area pin code. We will be sending the Letter of Acknowledgement and Comment of proposal submission by Speed post. Many a times because of incomplete address given by the learner/students, the letters are returned back to us.**

***Dissertation Report are evaluated only twice a year.**

***Last Date for Submission of Final Dissertation Report**

For Evaluation of Dissertation Report for the JUNE Term End Examination	For Evaluation of Dissertation Report for the DECEMBER Term End Examination
31 st May (of the same year as the June TEE)	30 th November (of the same year as the December TEE)

