

CIRCULAR :-

Attention of Principals of the affiliated colleges in the Faculty of Arts and Principals of Colleges enrolling students for B.H.T.M.S. course are hereby invited to the Ordinances, Regulations and syllabi, relating to the Bachelor of Hotel and Tourism Management Studies (B.H.T.M.S.) degree course vide pamphlet No.339 and to this office Circular No.UG/382 of 2005, dated 16th September, 2005 and they are hereby informed that the recommendation made by the Ad-hoc Board of Studies in Bachelor of Hotel and Tourism Management at its meeting held on 17th December, 2005 has been accepted by the Academic Council at its meeting held on 28th December, 2005 vide Item No. 4.15 and that in accordance therewith the Guidelines for the Research Project at the Third Year B.H.T.M.S. degree examination is as per Appendix and that the same will be brought into the force from the examination to be held in the first half of 2006.

MUMBAI-400 032

18th January, 2006

To,

for REGISTRAR

The Principals of the affiliated colleges in the faculty of Arts and the Principals of enrolling students for B.H.T.M.S. course.

AC/4.15/28.12.2005

No.UG/ 20 -A of 2006, MUMBAI-400 032 18th January, 2006.

Copy forwarded with compliments for information to :-

- 1) The Dean, Faculty of Arts
- 2) The Chairman, Ad-hoc Board of Studies in Bachelor of Hotel and Tourism Management

for REGISTRAR

Copy to :-

The Director, Board of College and University Development, the Deputy Registrar (Eligibility and Migration Section), the Director of Students Welfare, the Personal Assistants to the Vice-Chancellor, the Pro-Vice-Chancellor, the Registrar and the Assistant Registrar, Administrative sub-center, Ratnagiri for information.

The Officer on Special Duty-cum- Controller of Examinations (10 copies), the Finance and Accounts Officer (2 copies), Record Section (5 copies), Publications Section (5 copies), the Deputy Registrar, Enrolment, Eligibility and Migration Section (3 copies), the Deputy Registrar, Statistical Unit (2 copies), the Deputy Registrar (Account Section), Vidyanagari (2 copies), the Deputy Registrar, Affiliation Section (2 copies), the Director, Institute of Distance Education, (10 copies) the Director University Computer Center (IDE Building), Vidyanagari, (2 copies) the Deputy Registrar (Special Cell), the Deputy Registrar, (PRO), the Assistant Registrar, Academic Authorities Unit (2 copies) and the Assistant Registrar, Executive Authorities Unit (2 copies). They are requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to in the above Circular and that no separate Action Taken Report will be sent in this connection. The Assistant Registrar, Constituent Colleges Unit (2 copies), BUCT (1 copy), the Deputy Account, Unit V (1 copy), the In-charge Director, Centralize Computing Facility (1 copy), the Receptionist (1 copy), the Telephone Operator (1 copy) and the Secretary, MUASA (1 copy) for information.





University of Mumbai

**GUIDELINES FOR THE RESEARCH PROJECT
AT THE THIRD YEAR
BACHELOR OF
HOTEL & TOURISM MANAGEMENT STUDIES
(BHTMS)
DEGREE EXAMINATION**

(with effect from the examination to be held in the first half of 2006)

RESEARCH METHODOLOGY AND CHAPTERISATION

INTRODUCTION:

Research methodology is a compound of two words, research and methodology. It is of French origin (from Recherche) and means a careful search or systematic investigation towards measuring the sum of knowledge.

For the convenience of the methodological approach the study deals with the phases of collecting, labeling, analyzing and understanding data. Launching comparable methods with special reference to time, distance, authorship, style and type and finally interpreting it.

Chapterisation deals the guidelines for drafting research report. Researcher has to give importance to the format of the research work. If the format of the thesis is determined the research work becomes consistent. The facts and presentation stand for standard form of research writing.

A dissertation is a detailed report on the subject of the study undertaken. This is used as a document to be submitted for getting a higher degree from a university.

The two terms 'dissertation' and 'thesis' are used interchangeably. A thesis is expected to make an original contribution to knowledge. It normally represents the culmination of a substantial piece of original work over a period of at least one year.

FORMAT

{Contents of a Report}

The mechanical format of a thesis or dissertation consists of three parts viz: 1) the preliminaries
2) the text and 3) the reference materials

1) The Preliminaries (Prefixes)

The preliminaries include the following:

- 1.1 Title Page
- 1.2 Preface including acknowledgements (if desired or necessary)
- 1.3 Table of contents
- 1.4 List of tables
- 1.5 List of figures or illustrations
- 1.6 The certificate

2) The Text

The text consists of the following:

- 2.1 Introduction
- 2.2 Main body of the report
- 2.3 Conclusion

3) The Reference Material

The reference material comprises the following:

- 3.1 Bibliography
- 3.2 Appendix (or Appendixes) These may be written in reverse order.
- 3.3 Index (if any)

1. THE PRELIMINARIES

1.1 TITLE PAGE:

- a) Title of the thesis
- b) Name of the institution to which the thesis is being submitted
- c) Degree for which the thesis is submitted
- d) Name of the candidate
- e) Month and year in which the thesis is submitted (or date of submission)

A specimen of typical title page is presented on the following page.

TOURISM AND EVERY DAY LIFE

NEERAJ PATIL

Enrollment No.:

Register No.:

*A Research submitted in partial fulfillment of the requirements for
The Degree of Bachelor in Hotel & Tourism
Programme in the University of Mumbai.*

Year : April, 2005

The title of the thesis should be specific and accurate. It should be as brief as possible. The language of the title should be professional and not pedantic. The title should tell what the thesis is about.

The title should be centred on the page in upper case. If the title is too long to be centred on one line, an inverted pyramid principle should be followed, without splitting words or phrases. It is not necessary to underline the title. It is not necessary to include the title within inverted commas.

Title page should invariably contain the name, enrollment and register number of the candidate.

1.2 PREFACE (FOREWORD) INCLUDING ACKNOWLEDGEMENTS:

In case of written assignments and minor dissertation preface may be omitted. The preface may include the following:

- a) The writer's purpose in conducting the study.
- b) A brief resume of the background
- c) Scope
- d) Purpose
- e) General nature of the research upon which the report is being based and
- f) Acknowledgements.

A preface can be written only if the major part of the report is ready. The preface should be signed or initiated by its writer.

If preface is omitted, the page should be labeled "Acknowledgements" rather than 'Preface'. It should follow the title page.

The writer has to acknowledge the help of others in the research study. He has to acknowledge the substantial assistance and co-operation of a non-routine character. While acknowledging, the comments should be brief, simple, temperate, tactful and modest. The writer should avoid exaggerated tributes to the technical guide. He should also avoid stereotyped acknowledgements. For instance, one need not acknowledge the patience and tolerance of a spouse during the pursuit of the course. The writer should not list the well known names in his acknowledgements. If he does so, it is nothing but intellectual, professional dishonesty.

1.3 TABLE OF CONTENTS:

The purpose of a table of contents is to provide an analytical overview of the material included in the study or report together with the sequence of presentation. The table of contents consists of the major division of the thesis: the introduction, the chapters with their subsections, the bibliography and appendix. In some cases, subheadings, within chapters are not included in the table of contents. The researcher should see to it that title of chapters correspond exactly with those included in the body of the report. It is left to the discretion of the writer to include the title page, acknowledgements, list of tables and list of figures of the table of contents. It is to be noted that the relationship between major divisions and minor subdivisions should be shown by an appropriate use of capitalization and indentation or by the use of numerical system. The sample table of contents for a thesis is presented on the following pages.

The heading Table of Contents in capitals is centred at the top of page. The heading page appears at the right margin two spaces below the heading Table of contents. Acknowledgements, list of tables and list of figures are presented below this. Next to this the heading Chapter appears at the left margin. Chapter headings are shown in capitals without terminal punctuation. They are numbered consecutively in Roman capitals. Sub headings are intended two spaces under the main headings. In the subheadings the initial letter of the first word and of all nouns, pronouns, adjectives, adverbs are capitalised. It is to be noted that the final table of contents can be prepared only after the thesis typed.

Sample Table of Contents for a Thesis

TABLE OF CONTENTS

ACKNOWLEDGEMENTS	-----	Page No. ii
LIST OF TABLES	-----	vi
LIST OF FIGURES	-----	xiii
CHAPTER		
I.	INTRODUCTION / PURPOSE OF THE STUDY	1
II.	CHAPTER HEADING / REVIEW OF LITERATURE	20
III	CHAPTER HEADING / RESEARCH METHODOLOGY	24
IV	CHAPTER HEADING / RESULTS DISCUSSIONS	55
V	SUMMARY OF FINDINGS	76
VI	CONCLUSIONS & RECOMMENDATIONS	
	Findings	77
	Suggestions	87
	Suggestions for Further Research	95
BIBLIOGRAPHY	-----	96
APPENDIXES	-----	101
	Appendix A	102
	Appendix B	105

1.4LIST OF TABLES:

List of tables follows the table of contents. The headings, LIST OF TABLES should be centered on a separate page. Two spaces below this the heading table appears at the left margin. Two spaces below the heading of list of tables the heading page appears at the right margin. Each table should be numbered in Arabic numerals. For each table the title of the table and the page number in which the table appears should be given. The initial letters of the key words in the titles of the tables should be capitalised. No terminal punctuation is used. The following sample 'List of Tables' shows the application of the above said format conventions.

Sample List of Tables

LIST OF TABLES

Table		Page No.
1.	----	39
2.	----	46
3.	----	48
4.	----	54

1.5 LIST OF FIGURES (ILLUSTRATIONS):

This appears in the same form as the list of tables. The heading, LIST of Figures, should be centred on a separate page by itself. No terminal punctuation is used. The numbers of the figures are given at the left margin under the heading Figure. The page numbers of the figures are given at the right hand margin below the heading 'page'. Usually Arabic numerals are used in numbering the figures. The term Plates is used for photographs. Plates are usually numbered in capitalised Roman numerals. The settings out of a sample list of figures is presented below:

LIST OF FIGURES

Figure		Page No.
1.	----	39
2.	----	46
3.	----	48
4.	----	54

1.6 CERTIFICATE:

The certificate is issued by the guide. The guide states in the certificate that no part of the thesis is taken from any other research work.

2. THE TEXT

The text follows the preliminaries. The text is the most important part of a thesis because the writer presents his facts or arguments in this section. The text consists of three parts namely (1) Introduction (2) Main body of the reports and (3) Conclusion.

2.1 INTRODUCTION:

While writing the introduction, the writer should take utmost care. The introduction should be written with two major aims viz.; introducing the problem in a suitable context and arousing and stimulating the reader's interest.

2.2 MAIN BODY OF THE REPORT:

Because of the diversity of research topics it is very difficult to specify directions for organising the main body of a thesis. However, the following general principles should be adopted in organising the main body of the report:

- a) present each major division of the problem in a separate chapter.
- b) present the argument of findings in a logical and orderly way.
- c) substantiate arguments or findings.
- d) be accurate in documentation.

This framework consists of many chapters. Each chapter should begin on a new page. The chapter title should be typed in capital letters. The chapter title should provide a short, concise description of chapter content. The writer should not use operational descriptions in chapter titles such as 'Procedures', 'Methods of Research', and Collection of Data.

2.3 CONCLUSION:

The conclusion serves the important function of tying together the whole thesis. It should include an overview of the entire study. The conclusion should leave the reader with the impression of completeness. This section cannot introduce any new material. It should state conclusions, evaluations, generalizations and suggestions for action. The conclusions must be based on evidence only; they are not to be merely the writer's opinion. Recommendations should be made judiciously; topics for further research ought to be included.

3. THE REFERENCE MATERIAL (SUFFIXES)

3.1 BIBLIOGRAPHY:

The bibliography follows the main body of the thesis. It should begin on a new page. Pagination is continuous and follows the page numbers in the text. In a written assignment instead of the heading 'bibliography', the heading 'references' is used.

Kinds of Bibliography

The following are the main kinds of bibliography:

- a) Works cited
- b) A selected bibliography
- c) Sources consulted

The works cited form of bibliography is the most common form of referencing system. This form of bibliography comprises a list of sources which have been referred to in the text or the footnotes of the thesis.

A selected Bibliography comprises sources cited in the thesis and foot notes plus the relevant works consulted.

Sources consulted are a broader kind of bibliography. It consists of a comprehensive listing of books and papers consulted including those which are not strictly relevant to the subject of the thesis.

The bibliography should follow a logical arrangement in alphabetical order. The writer may prepare one comprehensive listing or he may divide the references into primary sources and secondary sources or books, journals, newspapers, documents and official papers and manuscripts.

It is to be noted that there are no absolute rules on referencing. The system adopted depends upon the system of footnoting adopted in the body of thesis, the requirements of the particular field of study and the requirements of the institution conferring the degree. However, the writer should always aim at achieving clarity and consistency.

In the format of a bibliography, the surname of the author precedes the initials of first names.

The essential information for each book reference is:

The author(s)

The title and

Details concerning the imprint (date, place of publication and publisher).

Example:
Premchand, 2005. Government and Business: (2nd ed.) New Delhi: Tata McGraw-Hill.

While citing a journal article, the place of publication and the name of the publisher are not included. However, the writer should include the volume number and the inclusive pages which contain the article.

Example:
Samy V 2005 "Organisation Behaviour". The Journal of Co-operation. 75, 8-11.

It is to be noted that if the author (or one of the authors) is a woman her first name is given in full.

The title of the books and journals should be underlined. In case of unpublished work no underlining is used.

Where a number of references by the same author are listed, each entry should be arranged chronologically.

Edited Works:

A reference to an author of a contribution in a collection of works by different authors and edited by himself or another person may be presented in the following form:

- i) the author and title of the chapter
- ii) the editor and the other details of the book.

Example:
Krishna, O. R. 2005. Research Design. 13-20.

3.2 APPENDIX:

All materials not essential to an understanding of the text, but useful as supporting evidence should be placed in appendix. All additional or supplementary materials such as statistical tools, schedules, questionnaires, documents and long explanatory notes to the text are placed in appendix. Each appendix should have a title. It should be separated from the next. It should be listed in the table of contents.

3.3 INDEX:

This follows the appendix. An index is not necessary for a written assignments or for an unpublished thesis.

The Research Project shall carry total 100 Marks, out of 100, 40 Marks shall be for Presentation (As per format – I) and 60 Marks for the Content of the Research Report (as per format – II).

The list of topics enclosed are just sample, the topics can be added by the technical guide from the respective institutes / colleges.

The research project shall carry a total of 100 marks out of which 40 marks shall be for presentation (As per format – I) and 60 marks for the content of the research report (As per the format – II)

The technical guide should, guide the students and verify the contents and sign with the stamp of the technical guide (As per the format - III)

The head of the institute shall ensure that the guidelines are strictly followed.

General Instructions:

- 1) Front Size 12 for regular content
- 2) Front Size 14 and 12, bold respectively for headings & sub-headings
- 3) The content of the research should be printed on one side of the executive bond paper A4 Size.
- 4) 2 Copies of the research should be submitted.

ASSESSMENT FORM (FORMAT – I)

Title of the Research: _____
Name of the Student: _____
Registration Number: _____ Presentation Date: _____
Total Marks obtained for Presentation: _____

Tabular Form for Awarding Marks

Criteria	Marks			
	Excellent (08)	Highly Satisfactory (05)	Satisfactory (04)	Un- satisfactory (03)
Clear and lucid presentation				
Theoretical understanding of the topic				
Evidence of reading and referencing				
Comprehensive coverage of the topic				
Critical evaluation of the topic				

ASSESSMENT FORM (FORMAT – II)

Title of the Research: _____
Name of the Student: _____
Registration Number: _____ Submission Date: _____
Total Marks obtained for Presentation: _____

Tabular Form for Awarding Marks

Criteria	Marks			
	Excellent (10)	Highly Satisfactory (04)	Satisfactory (03)	Un- satisfactory (02)
<u>Argument</u> 1) Appropriate use of literature. 2) Discussion of relevant facts				
<u>Structure:</u> 1) Paragraphs well formed & linked. 2) Systematic presentation of argument.				
<u>Style:</u> 1) Objective academic style 2) Accurate spelling, grammatical sentences, correct punctuation.				
<u>Referencing:</u> 1) Correct citation. 2) Consistent use of referencing style.				
<u>Bibliography:</u> 1) Correct use.				
<u>Creativity:</u> 1) How creative.				

ASSESSMENT FORM (FORMAT - III)

Certificate

This is to certify that Shri./Kum. _____, a student of University of
Mumbai, has submitted a Project Report titled "_____
_____" under my guidance and supervision in
connection with his/her Bachelor Degree in Hotel & Tourism Management.

Name with the Seal of the
Technical Guide

Signature of the Technical Guide

Date :

Place :

LIST OF RESEARCH TOPICS

- 1) Costing Staff Turnover in Hospitality Service Organisations
- 2) Introducing Yield Management Systems in Hotels: Getting the Technical / Human Balance Right.
- 3) Casual Modelling Methodology in Tourism: An Empirical Analysis
- 4) Indian Software Industry: Structure, Trends and Constraints
- 5) Using Foreign Direct Investment to Improve Urban Environmental Infrastructure and Service: The Case of Hanoi, Vietnam
- 6) User Involvement in Information Systems Planning Leads to Strategic Success: An Empirical Study
- 7) Architecture of Web-based Intelligent Collaborative Learning: System Design and Peer Modelling
- 8) Tourism in 21st Century: Sharks in the Ocean
- 9) Organisational Leadership and Strategy in the Hospitality Industry.
- 10) Employee Motivation and empowerment in Hospitality, Rhetoric or Reality-Some observations from India.
- 11) Mapping the Contract: An Exploration of the Comparative Expectations of Graduate Employees and Human Resource Managers within the Hospitality, Leisure and Tourism Industries in the United Kingdom.
- 12) Design and Development of an Integrated Supply Chain Management System in an Internet Environment.
- 13) Reorienting HRD Strategies for Tourists' Satisfaction
- 14) Opportunities and Challenges in EDI Applications in Financial Markets
- 15) Patients' Perception of Medical Services
- 16) Estimating Cost of Government Health Care Services in India
- 17) Regulating the Mobile in Asia Pacific
- 18) Impact on On-Line Technologies for E-Music Supplier Networks
- 19) Listening Quality of the Point of Service Personnel (PSPS) as Impulsive Trigger in Service Purchase: A Research Framework
- 20) Motivations to Use Interactive Technologies in Marketing: A Study in Indian Service Businesses.
- 21) Financing for Health Security: User Charges and Health Insurance as Viable Options
- 22) Co-evolution of Manufacturing and Service Industry Functions

- 23) Customer Outrage and Delight
- 24) On-line Pricing: Concept, Methods and Current Practices
- 25) An Insight into Service Attributes in Banking Sector
- 26) Forces Driving Change in the Hospitality Industry in India
- 27) Competencies in Hospitality Industry
- 28) Tourism and Hospitality Industry in India
- 29) Room Rates on the Internet – Is the Web Really Cheaper?
- 30) Empirically Testing the Relationship Between User Involvement, Information Waste, and MIS Success
- 31) Building a New Academic Field in India: The Case of Services Marketing
- 32) The Importance of Managing Points-of-Marketing in Marketing Higher Education Programmes-Some Conclusions
- 33) Extreme Information Technology Sector Focus of Venture Capitalists. A Case for Broadcasting.
- 34) Employee and Customer Management Processes for Profitability – The Case of Hewlett-Packard India
- 35) Green Card: I Do Care!
- 36) Changing Pattern of University Finances in India
- 37) Critical Success Factors in UK and Dutch Hotels
- 38) Distributed Teams in E-Work Organisations: The New Issues
- 39) Measuring Customer Relationship Management
- 40) Doha: An Environmental Threat and Opportunity Profile
- 41) Marketing Effectiveness in Merchant Banking Services – A Comparative Study of Public and Private Sector
- 42) E-Commerce in India: Challenges and Choices
- 43) Creating Customer Life Time Value Through Effective CRM in Financial Services Industry
- 44) What happens to my Information if I Make a Hotel Booking Online: An Analysis of On-Line Privacy Policy Use, Content and Compliance by the International Hotel Companies
- 45) Retailing at Petrol Pump: From Commodity Dispensing to Customer Service

- 46) An Examination of the Resonance between the Self-Propagating Function of ERP and its Co-evolution Impact as a-Source of Maximum Firm Utilization of the Potential Benefits of IT.
- 47) Measurement and Enablement of Information Systems for Organizational Flexibility: An Empirical Study
- 48) Service Leadership Study
- 49) Growth Opportunities in an Emerging Sector: The Case of Nirulas
- 50) Customer Relationship Management (CRM) & Corporate Renaissance
- 51) Sources of Small and Medium Enterprises Excellent Business Performance in a Service Oriented Economy
- 52) The Capacity Utilization of an Airline and its Impact on Cost.
- 53) Structural Equation Modeling of Factors that Influence Consumer Internet Purchase Intentions of Services
- 54) Service Quality: Revisiting the Two Factors Theory
- 55) Correlates of Service Quality in Banks: An Empirical Investigation
- 56) An Analytical Study of the Teaching Methods at Affiliated B – Schools in Hyderabad and Secunderabad
- 57) Soft Policy Instruments for Inducing Industrial Innovation in a Service-Oriented Economy: A Comparative Analysis of the Vision System and University System
- 58) Metamorphosis of Marketing Financial Services in India
- 59) Seamless Enterprise Computing Using EAI.
- 60) Firm Strategy in Shifting to Service-Oriented Manufacturing-The Case of Japan's Electrical Machinery Industry
- 61) Attributes, Benefits, Customer Satisfaction and Behavioural Loyalty – An Integrative Research of Financial Services Industry in Taiwan
- 62) Relative Importance of Service Quality Dimensions – A Multisectoral Study
- 63) RAD Based Prototyping Methodology for Timextra E-Commerce
- 64) An Exploration of Managerial Skills and Organizational Climate in the Educational Services
- 65) Quality of Secondary Education and Labour Market Requirement

- 66) The Evolution of Embeddedness within the Alliance Structure in a Non-Equity Hospitality Alliance
- 67) Structured Impediments for Smaller Ventures in Creating New Emerging Industries in a Service-Oriented Economy
- 68) Information Technology, Corporate Business Firms and Sustainable Development: Lessons from Cases of Success from India
- 69) A Situational Model Development in Hospitality Retailing: The Case of Irish Pubs
- 70) The Nonfinancial Performance Measurements of Financial Service Industry: A Study of Taiwan Mutual Fund Market
- 71) A Pilot Study on the Service Quality of Insurance Companies
- 72) Towards Relational Exchange in Services Marketing: Insights from Hospitality Industry
- 73) E-Broking as a Tool for Marketing Financial Services in the Global Market
- 74) The Initial Trajectory of New Venture Start-Ups-Lessons from the Milk Crown Model for Services Management
- 75) Leveraging Information Systems Tools, Security and On-line Usage in Banking and Insurance Sector.

