CHAPTER 3
Research Methodology
3.1 Research Methodology

This chapter outlines the research method used for this study, which includes data collection, sample selection, type and contents of questionnaire, processing of data and finally interpretation of the data. The study embraces both qualitative and quantitative research approaches.

Descriptive Study:

The present study is a descriptive study. In this study there are two independent variables: Education of the Owner of the Lodging and Boarding Hotels and Tour Operators and training of employee in Northern Konkan Belt for Tourism sectors. The expectations of the students from the industry.

The Secondary Data are very important for the start of any research. It is with the help, of secondary data any researcher can start framing the structure of the research. Secondary data are collected from various available sources through desk research including literature survey and referring e-libraries etc. Review of literature and other available information from various published and unpublished reports, Journals, books, newspapers etc. (including databases like Ebsco, Pro-quest, India Business Insight Databases and others).

Pilot Study

Pilot Study was conducted in two places namely Raigad and Thane area to test the reliability of the instruments. The study was conducted with a sample of 3 Hotel owners, 2 Tour operators and 3 Travel agents and 14 students of hospitality and travel industry and validation of the questionnaire was done after the pilot study for further investigation.

Primary Research

Data collection is done in two stages; in the first stage a pilot survey was conducted to ascertain the research parameters and to test the validity and reliability of the instruments used in the study. In the second stage the primary data was collected
using the instruments in the study. Instruments used were Questionnaires to five categories of samples and an Interview Schedule to collect data from the owners, employees, students belonging to tour, travel and hotel industry.

**Size and Design of Sample**

The study was conducted in two districts Thane and Raigad. The sampling was based on stratified Random Sampling. The sample units are Tour operators, Heads of Private hotels and lodge and boarding’s Employees and students of travel and hospitality industry.

The two districts Thane and Raigad are the two major districts has been covered under the study. The study is focused on Education level of owner and tour operators operating in these two districts. Study also focus on Employees training and skilled acumen to work in Northern Konkan Belt and retention strategy by owners. The study focusses on the expectation of the students of travel and hospitality industry. Also it’s centric on available resources and demand in particular researchable area. Study also focusses on the localities of the two districts.

**Sample Size**

<table>
<thead>
<tr>
<th>Owner</th>
<th>Tour Operator/Travel Agents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of respondent</td>
<td>Number of respondent</td>
</tr>
<tr>
<td>36</td>
<td>20</td>
</tr>
</tbody>
</table>

**Sample Size Justification**

\[ n = \frac{z^2 \sigma^2}{E^2} \]

The sample size was finally fixed based on the statistical formula wherein \( N = \) number of samples, \( Z=1.96 \) at 95\% confidence level

\( E = \) Margin of Error, \( \sigma = \) Standard Deviation
Instruments of Data Collection

There are four different questionnaires are used collecting data on for Employability qualities and skilled workforce and retention. In the first part each questionnaire contain
1. Nature and purpose of the work are explained
2. The assurance of complete secrecy of identity of respondents and responses
3. Demographical Information.

Data Processing

The data collected with help of the questionnaire was analyzed with the help of the statistical package SPSS 20. The mean scores arrived would be put to various statistical analysis using various statistical tools in order to test the research hypothesis.