



Ph D Tourism Management

• SYLLABUS •

Department of Tourism Management

**Indira Gandhi National Tribal University
Amarkantak, Madhya Pradesh**

PhD in Tourism Management

Syllabus

**Indira Gandhi National Tribal University
Amarkantak, Madhya Pradesh**

Guidelines for the Course work

1. The course work shall be treated as prerequisite for PhD preparation.
2. Candidates already holding M. Phil degree (completed the course work in M.Phil) through regular program and admitted to the PhD programme may be exempted by the department from the PhD course work. All other candidates admitted to the PhD programme shall be required to complete the PhD course work prescribed by the department/faculty.
3. The course work shall be for a minimum period of one semester. Candidates shall have to qualify as per the criteria prescribed by the concerned department/faculty.
4. The concerned departments have to ensure that the prescribed course work must get completed during the initial one semester.
5. The credit assigned to the PhD program shall be a minimum of 12 credits and maximum of 16 credits.
6. A minimum of four credits shall be assigned to one or more courses on Research Methodology, which could cover areas such as quantitative methods, computer applications, research ethics and review of published research in the relevant field, training, field work, etc. Other courses shall be advanced level courses preparing the students for PhD degree.
7. The details of the courses, course credits, passing criteria and other related matters shall be determined in accordance with the University ordinances.
8. All courses prescribed for PhD course work shall be in conformity with the credit hour instructional requirement and shall specify content, instructional and assessment methods. They shall be duly approved by the authorized academic bodies (i.e., decided by the concerned Board of Studies and approved by the approved by the DRC).
9. After completing the course work, the candidate shall appear in a comprehensive examination, the modality of conduct of which shall be decided by the concerned department/faculty.
10. A PhD scholar has to obtain a minimum of 55% of marks or its equivalent grade in the UGC 7-point scale (or an equivalent grade/CGPA in a point scale wherever grading system is followed) in the course work in order to be eligible to continue in the programme and submit the thesis.
11. The course work for the candidates admitted in the PhD program will be conducted once in a year. Only those candidates whose attendance are 75% or above during the

course work period will be allowed to appear in the examinations. The concerned department will verify the attendance.

12. Candidate through his/her RAC and DRC will submit his first progress report to the academic/examination section.

Course Outline

Ph.D. in Tourism Management

Course title	Credit
Paper 101: Research Methodology	4
Paper 102: Tourism Theories, Practices and Philosophies	4
Paper 103: Review of Literature	4

PAPER 101 RESEARCH METHODOLOGY

The objective is to help scholars find clear understanding on research methods and methodology to be used for undertaking qualitative and quantitative research in the field of tourism and allied areas.

UNIT I

Concepts of Research: Research: Nature, Scope and Significance-Art of Knowing Research: Analogy, Homology, Ontology and Epistemology - Theoretical Development – Types of Research: Basic, Applied, Summative, Evaluation, Formulative, Evaluation, Action and Illuminative- Research Strategies: Deductive, Inductive, Retroductive and Adductive Research- Goals of Research: Exploratory, Descriptive and Explanatory-Variables: Independent and Dependent- Construct Vs Measures – Reliability, Internal Consistency- - Generalizability- Continuous and Dichotomous Items – Content, Criterion and Construct-Validity- Guidelines in Scale Development: Scale Scores, Basic Levels of Scales: Nominal, Ordinal, Interval and Ratio- Types of Scale: Special Types of Attitude and Behaviour Scales- Likert Scale, Semantic Differential Scale, Behavioural Intention Scale Measurements, Comparative and Non-Comparative Scale Formats

UNIT II

Qualitative Methods: Reasons for Conducting Qualitative Research-Five Different Qualitative Inquiry: A Biographical Life History, A Phenomenology, A Grounded Theory, An Ethnography and A Case Study- Postmodernism, Critical Theory, Feminist Approach- Problem, Purpose and Research Statements- Philosophical and Theoretical Framework- Ideological Perspectives, Methods of Qualitative Research: Experimentation, In-depth Interviews - Focused Group Technique, Delphi Technique, Participant Observations - Projective Technique - Content Analysis, Pilot Study, Historical Analysis - Preparation of Field Notes

UNIT III

Conceptual Framework : Methods of Doing Literature Review- Guidelines on Subject Knowledge: Linguistic and Sociology- Communicating Arguments- Need for Open-mindedness- Originality- Research Imagination- Constructing Parameter- Planning A Literature Research- Theoretical Framework- Mapping and Analyzing Ideas- Methods of Mapping Ideas- Raising Research Questions – Item Generation- Questionnaire Design- Working and Types of Questionnaire- Four Theoretical Components of A Questionnaire: Descriptive vs Prediction, Accuracy Vs Precision- Guidelines for Covering Letter- Hypotheses and Operationalization

UNIT IV

Sampling and Method of Data Collection: Normal Distribution-Variables: Independent, Dependent and Covariate, Latent Variables- Samples and Populations: Types of Sampling – Probability and Non-Probability, Sampling Methods- Errors: Sample Error, Standard Errors, Response Errors- Sources of Data-Primary and Secondary- Data Coding- Data Collection

UNIT V

Basic Statistics: Database Descriptions-Performance Perceptions- Variables: Classification Variables and Selection of Factor Rankings- Guidelines for Graphic Presentations: Bar, Line and Pie Charts-Measures of Central Tendency: Mean, Median, Mode-Measures of Variability- Range, Inter-quartile Range, Variance and Standard Deviation- Univariate Comparison of Means-Coefficient Variation- Measures of Shape: Skewness, Kurtosis, Cross Tabulations, Bivariate Analysis- Correlations: Spearman and Friedman Rank-Multivariate Analytical Techniques: Bivariate Correlation and Simple Linear Regression

UNIT VI

Testing for Hypotheses: Independent Vs Related Samples, Developing Hypotheses: Null and Alternative- Sample Statistics and Population, Type-I and Type-II Errors-Degrees of Freedom, Statistical Significance- Parameters- Univariate Test of Significance-Bivariate Hypotheses Tests Parametric- t- test, Z- test, ANOVA- MANOVA - Non Parametric: Chi-square, Mann-Whitney, median and Kolmogorov-Smirnov - Paired Samples (Sign, Wilcoxon, McNemar and Chi-square , and Non-Parametric- Chi-square, Kolmogorov-Smirnov, Binomial Phi, Cramer

UNIT VII

Emergent Multivariate Techniques: Principal Component and Factor Analysis: Used in Psychological Research, Sample Size Issues, Umbrella Level, Component Extraction, Extraction Methods- Factor Rotation- Rotated Factor Matrix, Varimax Rotation, Oblique Rotation- Confirmatory Factor Analysis: Exploratory Vs Confirmatory, Confirmatory Factor Analysis Using AMOS: Model Fitting, Path Analysis and Structural Equation Modeling, Principles of Path Analysis, Causality As An Inference, Structuring Path Analysis, Multiple Regression to Path Analysis- Comparing Multiple Regression and Model-Fitting Approaches- Cluster Analysis- Non-Hierarchical Clustering, Clustering Variables, Multi-dimensional Scaling and Conjoin Analysis- Correspondence Analysis- Relationship between Factor Analysis- MDS and Discriminant Analysis, Perceptual Mapping

UNIT VII

Using SPSS: Creating Spread Sheet- Data Coding and Entry- SPSS Commands: Measures of Central Tendency- Measures of Dispersions- Normal Distribution- Correlations- Regressions- Parametric and Non-Parametric Tests- Multivariate Analytical Techniques: PCA-CFA- Cluster Analysis- MDS- Perceptual Mapping – Use of AMOS for Multivariate Techniques

UNIT VIII

Communicating Research Projects – Report Preparation and Presentation Process-Report Format-Report Writing Tips -Scientific Writing Styles – Guidelines for Tables and Graphs, Structure and Steps of Preparing Research Proposal – Written & Oral Presentation- Research Follow-Up-the Art of Writing Research Paper - Art of Citing References ,.

REFERENCE BOOKS

1. Babbie. E .(2001). The Practice of Social Research, 9th Edition, Wardworth, and Thomson Learns, USA.
2. Blaikie N. (2000). Designing Social Research, Polity Press, Canterbury, UK.
3. Creswell, J.W.(1998). Qualitative Inquiry and Research Design- Choosing Among Five Traditions. Sage Publications, New Delhi.
4. David de Vaus. (2002). Analyzing social sciences, Data, Sage Publication, New Delhi.
5. David, M. and Sutton, C.D.(2004). Social Research- The Basics. Sage Publications, New Delhi.
6. DeVellis, R.F.(2003). Scale Development- Theory and Applications. Sage Publications, New Delhi.
7. Cooper, D. R & Schindler, P. S.(2006). Business Research Methods, McGraw Hill, New Delhi.
8. Field, A. (2005). Discovering Statistics Using SPSS, (1st Edition), Sage Publications, New Delhi.
9. Hatt, C. (2000) .Doing A Literature Review- Releasing The Social Science Research Imagination. Sage Publications, New Delhi.
10. Huizing,E.(2007). Applied Statistics with SPSS. Sage Publications, New Delhi.
11. Joseph F,Haur, Robert & David. J .(2004). Market Research, McGraw Hill, New Delhi.
12. Kothari, C.R (2002). Research Methodology, Vishwa Prakashana India.
13. Ranjit, K.(2005). Research Methodology: A Step-by-Step Guide for Beginners. SAGE Publications, New Delhi.
14. Malhotra, N., Hall, J., Shaw, M. and Oppenheim, P.(2002). Marketing Research- An Applied Orientation, Second Edition, Prentice Hall.
15. Marshall. L, Rossman B. (1999). Designing Qualitative Research, 3rd Edition, Sage Publications, New Delhi.
16. Meyers, L.S., Gamst, G., and Guarino, A.J. (2006) Applied Multivariate Research- Design and Interpretation. Sage Publications, New Delhi.
17. Nargundka, R.(2008). Marketing Research-Text & Cases. Tata McGraw-Hill Education, New Delhi
18. Hawkins, T., Tull D. S., and Hawkins D.(1993). Marketing Research: Measurement and Method, Prentice Hall of India, New Delhi.
19. Hair, J.F., Bush, R.P., and Ortinau, D.J. (2004). Marketing Research- Within A Changing Information Environment. Mc Graw Hill International Edition, Singapore.

PAPER 102
TOURISM THEORIES, PRACTICES AND PHILOSOPHIES

This paper will help the scholars gain conceptual clarity on the evolved theories, practices and philosophies with regard to the tourism and its allied activities.

UNIT I

Tourism and Its Theories: Different Tourism Systems- Leiper, Mill-Morrison, Mathieson & Wall and Butler's Tourism Area Life Cycle (TALC) - Doxey's Irridex Index – Demonstration Effect – Crompton's Push and Pull Theory, Stanley Plog's Allo-centric and Psycho-centric Model of Destination Preferences, Theory of Travel Motivations. Tourism Industry Network- Direct, Indirect and Support Services, Basic Components of Tourism - Transport- Accommodation- Facilities & Amenities, Horizontal and Vertical Integration in Tourism Business, Trends of Tourism Business

UNIT II

Economics of Tourism: Household & Firm, Tourism Demand, Determinants of Tourism Demand, Law of Marginal Utility, Tourism Demand Forecasting, Input-Output Relationship, Law of Variable Proportions, Types of Cost, Break-even Analysis, Market Structure, Types of Market, Pricing & Determinants to Pricing, Macro Economic Indicators, Inflation, Types of Inflation, Recession, Savings & Investment, Aggregate Demand & Supply, Consumption, Export & Import, Multiplier Effects & Its Types, Money and Banking and Public Finance, Economic Trends of Tourism

UNIT III

Travel Business: Travel Agent & Tour Operator- Types of Itinerary - Resources and Steps for Itinerary Planning - Tour Formulation and Designing Process for FITs & GIT, Group Tour Planning and Components – Special Interest Tours (SITs), Tour Packaging: Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours, Components of Tour Cost, Travel Documentation, Operation of Package Tour, Trends of Travel Business

UNIT IV

Hospitality Business: Structure of Accommodation Industry, Types of Hotels, Operation of Accommodation Units, Yield Management, Occupancy Rates, Hospitality Industry Business Network, Determinants of Hospitality, Network Demand & Supply for Accommodation in India, Trends of Hospitality Business

UNIT V

Destination Planning and Development: Destination Lifecycle, Destination Management Systems, Destination Zone, Tourism Policy & Formulation of Tourism Policy, Approaches to Policy Implementation, Stages in Tourism Planning Process - Roles of Public and Private Sectors, Environment Impact Assessment (EIA), Five-Year Plans for Tourism Development, in India, WTO Guidelines for Planners, Environmental Management Systems, EMS), Destination Vision, Competitive Sustainable Destination-Destination Mapping,

Destination Marketing Mix – Destination Competitiveness – Distribution Channels- Marketing Communication and Strategies, Destination Image, Place, Branding, Positioning, Trends in Destination Planning and Management

UNIT VI

Tourism Impacts: Social, Cultural, Economical, Technological, Environmental, Physical Impacts, Commoditization, Tokenism, Displacement effects, Demonstration Effects, Carrying Capacity, Types of Carrying Capacity, Community Participation, Theory of Community Participation By Arnstein (1969) and Selin & Chavez (1995), Decrease of Citizen Power, Decrease of Tokenism and non participation, Theory of Community-based Tourism, Collaboration Process, Level of Community participation and Power Redistribution and Visitor Impact management

UNIT VII

Sustainable Tourism Development: Evolution, Meaning, Principles, Key Dimensions of Sustainability, Stockholm Conference 1972 (Human & Environment), World Conservation Union 1980 – World Commission on Environment & Development (WCED) 1987 and Brundtland Commission - Rio Declaration 1992 – Kyoto Protocol 1997 – World Summit on Sustainable Development (WSSD) 2002 - Global Warming & Climate Change 10 Rs-Agenda 21 for Travel and Tourism Industry - World Conference on Sustainable Tourism 1995 - Globe 90 Conference - Berlin Declarations - Bali Declarations 2005 - Cape Town Declarations 2002 and Kerala Declarations, Ecotourism- Quebec Declaration 2002 - Kyoto Protocol 1997 - Oslo Declaration 2007, Standardization and Certification, Measures to Ensure Sustainable Tourism- Limits to Acceptable Change, Limits to Growth, Protected Area Visitor Impact Management (PAVIM), Visitor Management System (VMS), Trends in Sustainable Tourism Practices

UNIT VIII

Contemporary Tourism Trends and Practices: Tourism in Twenty-first Century, Factors Contributing to the Growth of Global Tourism, Global Tourism by 2020, Regional Tourism by 2020, Changing Patterns in Asia- Pacific Travel and Tourism, Emerging Tourism Destination Countries in the Asia- Pacific Region, New Competitive Global Emerging Destinations, Globalization and Liberalization.

REFERENCE BOOKS

1. Goeldner, C.R. & Brent Ritchie, J.R. (2006). *Tourism, Principles, Practices, Philosophies*. John Wiley and Sons, New Jersey.
2. Page Stephen J. Brunt Paul, Graham, B., and Cornell .J (2007). *Tourism: A Modern Synthesis*. Thomson Learning. London. U.K.
3. Gee, Chuck Y., James C. Makens,, and Dexter J.L. Choy. (1989). *The Travel Industry*, Van Nostrand Reinhold, New York.
4. Youell, R.(1998). *Tourism-An Introduction*. Addison Wesley Longman, Essex.
5. Michael M. Coltman. (1989). *Introduction to Travel and Tourism- An International Approach*. Van Nostrand Reinhold, New York.
6. Burkart A.J., Medlik S. (1974). *Tourism - Past, Present and Future*. Heinemann, London.
7. Roday. S, Biwal. A & Joshi. V. (2009). *Tourism Operations and Management*, Oxford University Press, New Delhi.
8. Gunn, C. (2002). *Tourism Planning: Basic, Concepts and Cases*, Cognizant Publication.

9. Morgan, N, Pritchard, A & Pride, R. (2001). Destination Branding: Creating the Unique Proposition, Butterworth and Heinemann,
10. Butler, R.W. (2006). Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
11. Tang, C.H. & Jones, E.E. (2005). Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing,
12. Singh, S. Timothy, D.J. & Dowling, R.K. (2003). Tourism in Destination Communities, CABI Publishing,
13. Crouch, D.I. J.R. Ritchie, B. & Kossatz, H.G. (2003). Competitive Destination: A Sustainable Tourism Perspective, CABI Publishing,
14. Murphy, P. E. (1986). Tourism: A Community Approach. Methuen, New York.
15. Inskip, E. (1991). Tourism Planning: An Integrated and Sustainable Development Approach. Van Nostrand Reinhold, New York.
16. Sinclair, M.T. & Stabler, M. (1997). Economics of Tourism & Development, Routledge, New York.

17. Varshney, R.L. & Maheswari K.L. (2004). Managerial Economics. Sultan Chand, New Delhi.

PAPER 103
REVIEW OF LITERATURE

The detailed syllabus breaking into broad units followed by suggested reference books and journals shall be framed on the basis of main and sub-theme of topic of research work. The supervisor is authorized to design the syllabus and present the same before the Departmental Research Committee (DRC) for final approval.