



**SCHOOL OF TOURISM STUDIES**  
**MAHATMA GANDHI UNIVERSITY**

Ph.D. Course Work  
Regulation and Scheme

**Ph.D. Programme in Tourism Studies**

With effect from 2020 Admission

## Regulation

Scholars in PhD Programme in Tourism Studies required to undertake course work for one semester within a continuous period of two semesters. The course work includes 14 credits and shall be as per the following scheme. The pattern of evaluation and grading will be as per the regulations of the Mahatma Gandhi University.

## Scheme of Examination

Course Number	Course Nature	Course Name	Credits
Course - I	Common for Social Science Commerce, Management, Law and Behavioral Science	Research Methodology	4 Credits
Course - II	Recent Development in the Broad Disciplines	Tourism Theories, Principles and Contemporary Trends	4 Credits
Course - III	Area of Research, focuses on review of the current status	Separate course for each candidates	4 Credits
Course - IV	Common for Social Science Commerce, Management, Law and Behavioral Science	Research and Publication Ethics – CPE-RPE	2 Credits

Syllabus for Course I, II and IV are listed below. Syllabus for course III is separately designed for each candidate based on their area of research.

# **COURSE - I - RESEARCH METHODOLOGY**

Syllabus common to the stream: Social Sciences, Management, Commerce, Law and Behavioral Sciences

## **Unit 1 -- Foundations of Research:**

A brief history of Social Research — logical positivism, Axiology, Ontology, Positive Epistemology — Logical Preliminaries — Indian and Western Constructivist Paradigm — Transformative Paradigm— Pragmatic paradigm- Merging Paradigms – Phenomenology

## **Unit 2- Introduction to Research Methodology**

- Meaning and importance of Research— Types of Research — Selection and Formulation of Research Problem - Research Design — Ethical issues in Research.
- Critical Analysis of Literature, Review — Hypothesis: Different Types of Hypothesis
- Research Methods; Historical, Institutional, Legal, Philosophical, Comparative, Ethical, Survey, Case study, Content Analysis, experimental Method, Triangulation, Mixed Method Research.

## **Unit 3 - Data Collection**

- Source of Data — Primary; Secondary and Tertiary Data
- Methods of Collecting Data: Observation, Questionnaire, Interview, Attitude Scales, Interest Inventories — Construction and Standardization.
- Scaling Techniques — Different Types of Scales
- Sampling- Different Types-Sampling Errors-Type I and Type II errors
- Different Types of Variables

## **Unit 4- Data Analysis & Interpretation**

- Classification and Tabulation of Data- Graphical Representation
- Descriptive Analysis: Central Tendency and Dispersion, Coefficient of variation, Correlation and Regression Analysis.
- Inferential Analysis: Parametric and Non parametric tests, T-test, F-test, ANOVA, ANCOVA, Chi-square.

## **Unit. 5 - Report Writing/Project Proposal**

- Organisation of Research Report - Types, Structure and Components - Content, Bibliography, Appendices
- Style Manuals- APA style, \_MLA style, ASA style. The Chicago Manual of style etc.
- Evaluation of Research Report
- Preparing Research papers for journals, seminars and conferences.
- Preparation of project. Proposal- Title, Abstract, Introduction: Rationale, objectives, methodology - Time frame and. work plan - .Budget and justification-References.

## **Unit 6- Application of Results and Ethics**

Environmental Impacts- Ethical issues - Ethical Committees - Commercialization- copy right, intellectual property rights - reproduction of published material – accountability

## **Unit 7- Application of Computer in Research**

- MS office and its application in 'Research -.MS Word, MS PowerPoint and MS Excel.
- Basic principles of Statistical Computation using SPSS.
- Use of Internet in Research- Websites, Search Engines, E-journal and E-Library–
- INFLIBNET.

## **References**

1. Gaqrg, B.L., Karadia, R., Agarwal, F. and Agarwal; U.K. 2002. An introduction to Research Methodology, RBSA Publishers.
2. Kothari, C.R.(2008). Research Methodology: Methods and Techniques. Second Edition New Age International Publishers, New Delhi.
3. Sinha, S.C. and Dhiman, A.K., 2002. .Research Methodology, Ess Ess ,Publications. 2 volumes.
4. Bagchi, Kanak Kanti (2007) Research Methodology in Social sciences: A practical Guide, delhi, Abijeet Publications.
5. Wilcox.R.Rand, 2010, Fundamentals of modern statistical methods.
6. Gupta S.C (2009). Fundamentals of Statistics. Himalaya Publication House: Bombay
7. Henry C.Lucas, Jr.(2000) information Technology for Management, Tata McGraw-Hill Publishing Company Ltd., 7 b West Patel Nagar,-New Delhi -110008 I j
8. Sinha P.K.(1992), Computer Fundamentals, BPB Publications, New Delhi .
9. SPSS-Operating manual and handbook - latest version.
10. Chandra A. and .Sexena T.P. (2000) Style Manual, New Delhi, Metropolitan Book Comp.Ltd.
11. Brymann, Alan and Carmer, D.(1995) Qualitative data analysis for Social Scientist, New York, Routledge publication.
12. Radhakrishnan S. and Charles Moore.A. (Ed.) (1989) A Source Book in Indian Philosophy. Princeton. Princeton University Press.
- 13.Tomberlin. James (ed.) Philosophical Perspectives 13. Epistemology, Black well Publishing 1999.

14. Gopal, M.H (1970) An Introduction to Research procedures in Social Sciences, .Bombay, Asia Publishing House.

15. Peter Winch (2007) Idea of a social science and its relation to philosophy.  
Routledge. London.

## **COURSE - II**

### **TOURISM THEORIES, PRINCIPLES AND CONTEMPORARY TRENDS**

#### **Objectives**

- Explain theoretical concepts and conceptual framework of tourism.
- Assess recent developments in the broad discipline of tourism.
- Construct multidisciplinary approach of tourism and apply it in tourism perspective.
- Evaluate contemporary trends and practices in the field of Tourism.

#### **Unit 1:**

Theories and Principles of Tourism: Tourism Systems-Leiper, Tourism Policy Model - 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.

#### **Unit 2:**

Tourism Impact: Social, Cultural, Economic, Environmental, Physical Impacts of Tourism, 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), Theory of Community-Based Participation By Arnstein (1969) and Selin & Chavez (1995), Theory of Community-Based Tourism, Collaboration Process, Level of Community Participation, Power Redistribution and Visitor Impact Management.

#### **Unit 3:**

Contemporary Tourism Trends and Practices: Contemporary Society and Tourism, Technological Innovations and Impact in Contemporary Tourism, Tourism in Twenty-first Century, New Competitive Global Emerging Destinations, New Trends in Tourism and Hospitality - Economic, Socio-cultural and Environmental Aspects.

#### **Unit 4 :**

Sustainable Tourism Development: Key Dimensions of Sustainability, Brundtland Commission - Rio Declaration 1992 - Kyoto Protocol 1997 - World Summit on Sustainable Development (WSSD) 2002 - 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, Limits to Acceptable Change, Limits to Growth, Protected Area Visitor Impact Management (PAVIM), Visitor Management System (VMS).

#### **Unit 5:**

Tourism and Destination Planning: Tourism Planning - Origin, Concept and Approaches, Level and Type of Tourism Planning-Sectoral, Spatial, Integrated, Complex, Centralized and Decentralized, Urban and Rural Tourism Planning, Tourism Planning and Policy Perspective - Planning at National State and Regional Levels, India's Tourism Policies. Destination Lifecycle, Destination Management Systems,

Destination Zone, Destination Mapping, Five-Year Plans for Tourism Development in India, WTO Guidelines for Planners.

### **Unit 6 :**

Economics and Marketing of Tourism: Core Concepts in Marketing; Needs Wants, Demands, Products, Market, Marketing Management Philosophies- Economic Importance of Marketing, Service Characteristics of Tourism, Tourism Marketing Mix, Analysis and Selection of Market: Measuring and Forecasting Tourism Demand: Forecasting Methods, Managing Capacity and Demand. Market Segmentation and Positioning. Developing Marketing Environment: Consumer Buying Behaviour, Competitive Differentiation and Competitive Marketing Strategies, New Product Development. Product Life Cycle, Customer Satisfaction and Related Strategies in Internal and External Marketing; Interactive and Relationship Marketing. Marketing Skills for Tourism: Creativity - Communication - Self motivation - Team Building - Personality Development.

### **Reference**

#### **Books**

1. Swain, Sambath Kumar, Mishra JM (2012), Tourism - Principles and Practices, Oxford University Press.
2. Bhatia A. K. (2005), International Tourism Management, Sterling Publishers, New Delhi.
3. Robinet Jacob et al (2007), Indian Tourism Products, Abhijeet Publications, New Delhi.
4. Manohar Sajnani - Indian Tourism Business, Gyan Publishing House, New Delhi.
5. Goeldner, C.R. & Brent Ritchie, J.R. (2006), Tourism, Principles, Practices, Philosophies. John Wiley and Sons, New Jersey.
6. Majid Husain (2011), World Geography, Rawat Publications, New Delhi.
7. Bala Krishnamurthy (2009), "Environmental Management", PHI Learning, New Delhi.
8. G. Miller, L. Twining (2005), Monitoring for a Sustainable Tourism Transition The Challenge of developing and Using indicators, CABI, U.K.
9. Andrew Holden (2008), Environment and Tourism, Routledge, London.
10. Shashi Prabha Sharma (2006), Tourism and Environment, Kanishka, New Delhi.
11. Gianna Moscardo (2008), "Building community capacity for tourism development", CAB International, UK.
12. J. Swarbrooke (2010), Sustainable Tourism Management, Rawat Publications, New Delhi.
13. David Weaver (2008) Ecotourism, John Wiley & Sons Australia Ltd.
14. Martin Mowforth, Ian Munt (2009), Tourism and Sustainability, Routledge, New York.
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16. Michael M. Coltman. (1989). Introduction to Travel and Tourism- An International Approach. Van Nostrand Reinhold, New York.
17. Burkart A. J, Medlik S. (1974). Tourism - Past, Present and Future. Heinemann, London.

18. Roday S, Biwal A. & Joshi V. (2009). *Tourism Operations and Management*, Oxford University Press, New Delhi.
19. Gunn, C. (2002). *Tourism Planning: Basic, Concepts and Cases*, Cognizant
20. Morgan, N, Pritchard, A & Pride, R. (2001). *Destination Branding: Creating the Unique Proposition*, Butterworth and Heinemann.
21. Butler, R.W. (2006). *Tourism Area Life Cycle: Applications and Modifications*, Channel View Publications.
22. Tang, C.H. & Jones, E. E. (2005). *Tourism SMEs, Service Quality and Destination Competitiveness*, CABI Publishing



# **COURSE - IV**

## **RESEARCH AND PUBLICATION ETHICS (RPE)**

### **SYLLABUS IN DETAIL**

#### **Theory**

##### **RPE 01: PHILOSOPHY AND ETHICS (3hrs)**

1. Introduction to Philosophy: definition, nature and scope, concept, branches
2. Ethics: Definition, moral philosophy, nature of moral judgements and reactions.

##### **RPE 02: SCIENTIFIC CONDUCT (5hrs.)**

1. Ethics with respect to science and research
2. Intellectual honesty and research integrity
3. Scientific misconducts: Falsification, Fabrication and Plagiarism (FFP)
4. Redundant publications: duplicate and overlapping publications, salami slicing
5. Selective reporting and misrepresentation of data

##### **RPE 03: PUBLICATION ETHICS (7 hrs.)**

1. Publication ethics: definition, introduction and importance
2. Best practices/standards setting initiatives and guidelines: COPE, WAME etc.
3. Conflicts of interest
4. Publication misconduct: Definition, concept, problems that lead to unethical behavior and vice versa, types
5. Violation of publication ethics, authorship and contributorship
6. Identification of publication misconduct, complaints and appeals
7. Predatory publishers and journals

##### **RPE 04: OPEN ACCESS PUBLISHING (4hrs.)**

1. Open access publications and initiatives
2. SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies
3. Software tool to identify predatory publications developed by SPPU
4. Journal finder/journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc.

##### **RPE05: PUBLICATION MISCONDUCT (4 hrs.)**

###### **A. Group Discussions (2 hrs.)**

1. Subject specific ethical issues, FFP, authorship
2. Conflicts of interest
3. Complaints and appeals: examples and fraud from India and abroad

###### **B. Software tools (2 hrs.)**

1. Use of plagiarism software like Turnitin, Urkund and other open source software tools

##### **RPE 06: DATABASES AND RESEARCH METRICS (7 hrs.)**

###### **A. Databases (4hrs.)**

1. Indexing databases
2. Citation databases: Web of Science, Scopus etc.

###### **B. Research Metrics (3hrs.)**

1. Impact factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score
2. Metrics: h-index, g index, i10 index, altmetrics.