SCHEME & SYLLABI OF EXAMINATION
FOR PRE-PH.D. COURSE WORK

Paper 1- RESEARCH METHODOLOGY

Objectives: The course designed for MPhil and PhD students introduces the concepts and techniques in methodology for conducting researches in the field of tourism and hospitality. Every concept is accompanied by an exercise to learn the practical applications. The students are expected to work on a small research project and apply the techniques learned as suggested in exercises given in the course.

Unit-I- Understanding research

Objectives and Nature of academic research, types of research, characteristics of scientific research, research approaches-induction, deduction.

Exercise 1: Read two research articles suggested by the teacher and identify; objectives, nature and type of research, research approach used and presence of criteria of scientific research.

Unit II- Selection and statement of problem

Identification of gap areas requiring enquiry and exploration through review of literature and field surveys.

Review of literature- sources (data bases) of literature in tourism and hospitality, concept of review of literature, conducting review of literature.

Field surveys-collecting information from field about potential research areas.

Converting research gaps into research problem statement, Writing a research statement and defining scope of research, objectives and hypotheses of research.

Understanding normal distribution, Probabilistic statement formats, the null hypothesis, Dependent and independent variables.

Exercise 2- Selection of research problem for a small study: Reviewing 4 books and 15 journal articles, visit a tourist site, discussion with stakeholders and prepare a list of problems, statement of problem, development of objectives and hypotheses, writing limits of the study.

UNIT III Selection of Research Design

Identifying data required for research, Sources of data; primary and secondary. Tools for primary data collection: Observation, Questionnaires, Interviews and Experiments. Scaling techniques; types of scales, use of Likert scale in tourism. Properties of different scales. Validating scales –use of statistical methods.

Theory and Methods of Sampling, Estimating Population.

Exercise 3- Development and validation of data collection tools and Collection of data for the research problem selected in Exercise 2 on small scale.

UNIT IV Data analysis

Statistical tools for data analysis and use of SPSS- Introduction to Statistics and Graphical Descriptive Techniques, Types of data and appropriate tests.

Basic Concepts of Probability, Probability Analysis for Discrete Data, Probability Analysis for Continuous Data, Hypothesis Testing for Single Population, Hypothesis testing for Different Populations, Analysis of Variance and Design of Experiments, Analysis of Categorical Data, Nonparametric Statistics. Statistical tests: Chi-square, Comparing two means: the t-test, A number of means: one-way analysis of variance, A table of means:

factorial analysis of variance, Correlation, Linear regression, Multiple regression, Factor and cluster analysis. Qualitative data analysis- case method, observation, Delphi, focus groups.

Exercise: analysis of data collected in exercise 3, testing validity of data. Use of SPSS for statistical analysis.

UNIT V-Writing and publishing Research

Writing style and format of a research paper and thesis, plagiarism issues, impact factor and citation of research Citation- Basic knowledge of citation styles in social sciences, detailed knowledge of APA style sheet Using MS word for formatting research Oral presentation of research

Exercise: Writing the research paper based on above exercises.

References

Tourism Research Methods: Integrating Theory with Practice, Cabi edited by Brent W. Ritchie, Peter Burns, Catherine Palmer

Research Methods for Leisure, Recreation and Tourism, CABI edited by Ercan Sirakaya-Turk

Handbook of Research Methods in Tourism: Quantitative and Qualitative ApproachesLarry Dwyer, Alison Gill, Neelu Seetaram, Edward Elgar Publishing, 2012

Research Methods for Leisure and Tourism: A Practical Guide (Leisure Management) 1997Financial Times/ Prentice Hall; 2 editions by A J Veal

Research Methods for Leisure and Tourism Data Collection, Analysis and Interpretation, 2000 by Mr Mick Finn, Mr Martin Elliott-White, Mr Mike Walton, Longman.

Researching Hospitality and Tourism: A Student Guide by Bob Brotherton, SAGE.

Tourism: Trends, Issues, and Strategies

Course Objectives:
- To define key concepts related to tourism and development, including social development theories and alternative tourism.
- To describe the impact of tourism using carrying capacity and satellite accounting system concepts.
- To apply alternative tourism approaches to support sustainable tourism development and Agenda 2030 goals.
- To differentiate between various tourism models and assess their applicability in real world tourism scenarios.
- To develop strategies for promoting sustainable tourism in India and globally.

Mode of Paper setting:
Total marks: 100

Module I: Tourism and Development
Social Development theories and tourism
Relationship between Tourism and Development: Economic, social-cultural and environmental developments
Barriers in tourism development

Module II: Tourism Impact Analysis
Carrying Capacity: Concept, parameters, and measurement.
Socio-cultural, economic, and environmental impacts and their measurement.
Satellite Accounting System

Module III: Alternative Tourism
Concept and types of Alternative Tourism
Alternative Tourism for Sustainable Development. Agenda 2030 contribution in sustainable development.

Module IV: Tourism Thought and Models
Development of Tourism thought
Tourism Models-
Models of tourist travel: Mariot, Campbell, Greer and Wall
Origin-Destination Models: Thurnt, Lunderon, Pearce
Structural Models: Britton
Evolutionary Models: Plog, Gray, Gormson, and Moissec

Module V: Contemporary Issues and Trends in India and the World
Eco-Tourism, Sports tourism, Health and Medical tourism, Space tourism, Terrorism and tourism, Community and Voluntary tourism, WTO Agreement in services and tourism.
Role of internet in Tourism and e-travel
Incredible India, Domestic tourism in India. Cruise tourism in India
Issues and trends in tourism research.

DYNAMICS OF HOSPITALITY RESEARCH

Hospitality industry has, indeed, emerged as a fast-growing industry and become one of the pivotal concerns of nations and international. In this age of competition, an organization has to plan and manage an efficacious manner. The course structure endeavours to appraise the requisite theoretical framework besides the knowledge of emerging prevalent trends in the various aspects of the hotel industry.

UNIT – I

UNDERSTANDING HOSPITALITY INDUSTRY

Hospitality: Meaning, Concept, and Significance. Indian and Global Hospitality Industry;

Modern Trends of Hotel Ownership Structure;

Hotel Safety and Security;

Guest relationship management;

Economic and Social impacts of hotel industry;

Use of Information Technology systems at Front Office;

UNIT – II

MANAGEMENT OF HOTEL INDUSTRY

Inventory Control: Meaning, Process and Maintaining par stock of Housekeeping Supplies.

Emerging Hotel Marketing Paradigms;

HRD in hotel industry – Concept, Importance, Approaches, Present status and Future requirements;

Hotel finance – Current Trends and Patterns;

Planning and Development of hotel projects – An Assessment;

Strategic Decision – making in the hotel industry;

Crisis management for lodging and hospitality operations;

UNIT – III

CONTEMPORARY ISSUES IN HOTEL INDUSTRY

Hospitality industry in the 21st century and beyond;

Just-in-time inventory and purchasing for the hotel sector;

Planning and Managing lodging special events;

Information Technology in hotel industry;

Major issues in International Hospitality Industry;

Hospitality Associations and their impact on Hotel Business;

Global Hospitality Education – A Changing Dimension;

UNIT – IV

PERTINENT AREAS IN HOSPITALITY RESEARCH

Quality Management;

Changing face of Food Production Management;

Food Service Quality Management;

Increasing role of HRD in the present scenario;

Professionalism in the Hospitality Industry;

Dimensions of Outsourcing in the Hospitality Industry;

Eco – Friendly practices in Hotel Industry.

UNIT – V
MARKETING RESEARCH AREAS IN HOSPITALITY INDUSTRY
Hospitality management – methodological considerations and issues;
Is the hospitality industry exhibit the 'productivity paradox';
Franchising trends and patterns in the hospitality industry;
Yield Management in hotel industry;
Entrepreneurship in hotel organizations;
Social responsibility of hotel industry: an evaluation;
Global alliances in hospitality management.

(2 Credits)

Course structure

• The course comprises of six modules listed in table below. Each module has 4–5 units.

Modules	Unit title	Teaching hours
Theory		
RPE 01	Philosophy and Ethics	4
RPE 02	Scientific Conduct	4
RPE 03	Publication Ethics	7
Practice		
RPE 04	Open Access Publishing	4
RPE 05	Publication Misconduct	4
RPE 06	Databases and Research Metrics	7
	Total	**30**

THEORY
RPE 01: PHILOSOPHY AND ETHICS (3 hrs.)
   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

PRACTICE
RPE 04: OPEN ACCESS PUBLISHING (4 hrs.)
   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.

RPE 05: 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.)

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

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

A. Databases (4 hrs.)

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

B. Research Metrics (3 hrs.)

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