

**Ph.D. COURSE WORK: TOURISM MANAGEMENT
CBCS BASED COURSE CURRICULUM
DEPARTMENT OF TOURISM MANAGEMENT
THE UNIVERSITY OF BURDWAN**

In order to complete the Ph.D. course work Programme in Tourism Management, a student is required to obtain 14 credits from one core course on Research methodology, one elective course to be chosen from such courses given in the core paper and one term paper on literature review and seminar presentation including one paper on Research and Publication Ethics. The credit distribution for the programme is as follows:

1. **4 credits** from 1 core course.
2. **2 Credits** for Research and Publication Ethics
3. **4 credits** from 1 elective course
4. **4 credits** from term paper and seminar.

The other details relating to the programme based on Choice Based Credit System (CBCS) are as follows:

- A candidate after having been qualified in the written test and viva voce test [only viva voce test for exempted category of candidates as prescribed U. Reg. 4 (Doct.) (2)] shall have to undertake and satisfactorily complete the courses/modules equivalent to one semester Course Work of six months' duration prior to getting registration for Ph.D. programme.
- All candidates admitted to Ph.D. programmes shall be required to complete Course Work prescribed by the Department during the initial one semester.
- The credit assigned to Course Work shall be of **14 credits having 175 marks all together.**
- A Ph.D. scholar has to obtain a minimum of 55% of marks in the Course Work in order to be eligible to continue in the programme and submit the thesis.
- A candidate has to choose one elective course from amongst the options available.
- A candidate has to choose for a term paper, which shall be on literature survey/ literature review related to his / her field of research work.
- Grades in the Course Work including Research Methodology courses shall be finalized after a combined assessment by the Research Advisory Committee and the Doctoral Committee.
- **Each course carries 50 marks except Research and Publication ethics which carry 25 marks.**
- All issues relating to programme administration in the CBCS will be governed by the decision of the Doctoral Committee and the existing rules and regulations of the university.

The curriculum of PhD Course Work under Choice Based Credit System (CBCS) mode will come into effect from the academic session (2021-2022).

A. CORE COURSE

PHDCW-101: RESEARCH METHODOLOGY IN TOURISM MANAGEMENT [4 CREDITS]

(4-Credits-50 Marks)

Unit-I: Research – Definition – purpose – types – Interdisciplinary approach, Nature and Context of Management Research–Formulating a Research Problem–Reviewing the Literature–Reading and interpreting texts and reports in the context of management research–Constructing Hypotheses–Preparing a Research Design–Types of Data: Qualitative and quantitative–Collecting Data and Coding data–Ethical Issues in Collecting data–Sampling Techniques: Quantitative and Qualitative Aspects– Scaling Techniques and Questionnaire construction. Need and importance of Research in Tourism.

Unit-II: Measurement of Scale, Summarizing Data – Histogram, Measure of Central Tendency, Dispersion Measuring Shape of data – Skewness and Kurtosis—Partial and Multiple Correlations— Measuring Causation.

Unit-III: Bivariate Regression and Multiple Regression—Hypothesis testing–Parametric and Non-parametric Tests—Overview of Multivariate analysis.

Unit-III: Qualitative research approaches, relevance and application in management research—Steps to qualitative research study design—Different Qualitative Research Models: History, Living Biography and Self-Narrative; Case study method, Phenomenology and Grounded theory; and Ethnographic Approach in qualitative research study— Qualitative Data Collection and Analysis: Techniques and Tools; Observation and fieldwork; field interviews, structural interviews; projective techniques,

Unit-IV: File Creation and Management System—Basic features of Word Processing, text formatting; creating documents— Spread Sheet Solutions – Basic features of Spreadsheets; Data entry, Financial functions, Statistical Functions, Creating charts—Creating Presentations—Working with statistical software—writing a Research Proposal— Research Report – Structure – steps in drafting reports – tables – graphs – citation and reference style – editing and evaluating the final draft—Bibliography.

Suggested Readings:

1. Brotherton, B. *Researching Hospitality and Tourism A Student Guide*, Sage(2008), London.
2. Daymon, Christine and Holloway, Immy; *Qualitative Research Methods in Public Relation and Marketing Communications*; Routledge.
3. Craig; C. Samuel and Douglas, Susan P.; *International Marketing Research*; John Wiley.
4. Gummesson, Evert; *Qualitative Methods in Management Research*, Second Edition, Sage.
5. Bim, Robin. J; *The Effect Use Market Research: A Guide for Management to Grow the Business*, Kogan Page.

6. Malhotra, N.K. and Das, S.B., Marketing Research: An Applied Orientation, Pearson.
7. Kothari, C.R., Research Methodology, New Age International Publishers.

PHDCW-102: RESEARCH AND PUBLICATION ETHICS(RPE)

(2-Credits-25 Marks)

Unit 1: Introduction to Ethics and philosophy - Introduction, The Etymological Meaning of Philosophy, Concept of philosophy, Nature and Scope of philosophy, Branches of philosophy, Metaphysics, Axiology, Concept of Ethics and Moral Philosophy and Subject Matter of Moral Philosophy.

Unit 2: Research Ethics – Introduction of Ethics, Overview of Research Ethics, Principles of Ethical Research, Unethical Research Behaviour, Ethical Conduct of Research, Collection of Data, Allocation of Facilities, Experiments Involving Humans or Animals, Safety and Environment, Workplace Harassment, Ethical Publication, Authorship, Plagiarism, Responsibility of Referees and Reviewers, Intellectual Property and Conflicts of Interest, Intellectual Honesty and Research Integrity, Ethical Learning, Governance , Other ethical issues, Ethical Issues in Tourism and Hospitality.

Unit 3: Scientific Misconducts – Introduction of Scientific Misconducts and its type, Reasons to Commit Scientific Misconducts, Falsification, Fabrication, Plagiarism, Plagiarism Vs Similarity, Self-Plagiarism, Responsibilities of Co-authors in Scientific Misconduct, Responsibilities of Journals in Scientific Misconduct, Steps to Control Scientific Misconduct, UGC Guidelines to Curb Plagiarism, UGC – Levels of Plagiarism, Special Instances, UGC Guidelines for Self –Plagiarism, Redressal of Research Misconduct. **Scientific Delinquency** – Introduction, Types of Selective Reporting, Selective Outcome Reporting (SOR), Selection Analyses Reporting (SAR), Types of Selective Bias, Outcome Reporting Bias, Spin, Publication Bias, Citation Bias, Determinants of Selective Reporting, Misrepresentation of Data.

Unit 4: Publication Ethics - Overview of Publication Ethics, Importance of Publication Ethics, Initiatives on Publication Ethics, Committee on Publication Ethics, Core Practices of COPE, Directory of Open Access Journals (DOAJ), Open Access Scholarly Publishers Association (OASPA), World Association of Medical Editors (WAME), Principles of Transparency and Best Practice in Scholarly Publishing. **Conflict of Interest** -

Understanding Conflicts of Interest, Approaches in Managing Conflict of Interest, Practical Ways to Manage Conflicts, Code of Conduct for Journal Editors.

Unit 5: Publication Misconduct – Concepts, Problems Leading to Unethical Behaviour, Unethical Peer Review, Interference in Research, concepts of Redundant Publications, Slicing, Simultaneous Submissions, Duplicate Publication, Violation of Publication Ethics, Best Practice Guidelines, Authorship, Violation of Contributorship. **Complaints and Appeals** - Publication Complaints and Appeals, Editors Responsibility, Resources that COPE Offers to Resolve Complaints, Responsible Publishing, Responsible Data Sharing and Storing, Responsible Authorship, Responsible Citations, Responsible Publishing, Responsible Editorship.

Unit 6: Open-access Publications and Initiatives - Open-access Publications, Open-access journals restrict academic freedom, Merits of Open-Access Publications, Demerits of OPEN-Access Publications, Case study of SAGE. **Identifying Predatory Journals** – Publishing, Predatory Publishing, Reason for the Growth of predatory publishers and journals, Types of Predatory Publishers, Centre for Publication Ethics at SPPU, Tools to Identify Predatory Journals!

Unit 7: Publishing - Types of Articles Published in the Journal, Know about Different Kinds of Thematic Manuscripts Published in Journals, Likelihood of Manuscript Acceptance, The Audience for the Manuscript, The Reputation of the Journal, About Elsevier Journal. About Springer Journal, Search by journal Name or ISSN, Search by publisher name etc.

Unit 8: Checking Plagiarism - Understanding Plagiarism and UGC Mandate, Anti-Plagiarism Software: An Overview, Introduction to Turnitin, Using Turnitin, Overview of Urkund, Quick Start Guide of Urkund, The Process of Data Analysis Through Urkund.

Unit 9: Citation Databases – Introduction, Meaning of Citation, Meaning of Citation Database, Using a Citation Database, Web of Science, Scopus, Google Scholar, Comparison of the Three Databases, Patents, Search Functionality Comparison.

Unit 10: Research Metrics –Introduction, Research Metrics, Origin and Evolution of Research Metrics, Citation Based Research Metric, Eigen Factor, SNIP, SJR - SCImago Journal Rank, IPP - Impact Per Publication, Cite Score, H5 Index, Immediacy Index, The

Article Influence Score, Introduction to Citation Index, h-index, g-Index, A-Index, AR Index, HG- Index i-10 index Alt-metrics, Limitations of Metrics.

ELECTIVE COURSE

PHDCW-103: CONTEMPORARY ISSUES IN TOURISM AND HODPITALITY RESEARCH

[4 CREDITS]

(4-Credits-50 Marks)

Unit-1: Sustainable tourism development -Protection of World Heritage -Requirements for sustainable tourism-The concept of carrying capacity-Socio-cultural impacts of tourism -Globalization and its effects on tourism development -Poverty alleviation through tourism-Development of tourism products to assist in poverty alleviation

Unit-2: Trends in the tour operation & travel agency sectors- Recent issues and Developments in Tourism and travel Business, Role of Government.

Unit-3: Tourism policy planning and development, Tourism in Five Year Plans, Local, national, regional, international level tourism planning. Issues involve in tourism planning.

Unit-4: MICE, Understanding and Managing Events, Planning and Marketing aspects of Events, Issues and problems involve in MICE business in India.

Unit-5: Recent Trends and Issues involve in tourism and hospitality sectors. Tourism impacts, Computer Applications in Tourism, Rural/ Eco/ Agri/ tourism. Tourism Marketing.

Suggested Readings:

1. Butler, R.W. (1980) The concept of tourist area cycle of evolution: Implications for management of resources' Canadian Geographer, 14: 351-384.Butterworth Heinemann.
2. Coltman, M. Michael (1989) Introduction to Travel and Tourism: An International Approach Van Nostradam Reinhold, New York
3. Fennel, D. (1999) Ecotourism: An Introduction. London: Routledge
4. Gartner C W., (1996). "*Tourism Development, Principles, Processes and Policies:*" Van Nostrand Reinhold.
5. Gee C.Y, Makens J.C, and Choy, D.J.L., (1997) "*The Travel Industry*", Van Nostrand Reinhold. A Division of International Thomson Publishing Inc.
6. Goeldner, C.R., Ritchie, J.R.B and McIntosh, R.W. (2000) Tourism: Principles, Practices and Philosophies, New York, John wiley and Sons Inc
7. Mill, R.C., & Morrison, A.M. (1985).The Tourism System: An Introductory Text. Englewood Cliffs, NJ: Prentice Hall

PHDCW-104: TERM PAPER ON LITERATURE REVIEW [4 CREDITS]
(4-Credits-50 Marks 25+25)

Students will be given assignments to prepare review of literature on the basis of his/ her research area and will be submitted to the department for evaluation in form of Term paper.