



**School of Hospitality and Tourism Management
Faculty of Business Studies
University of Jammu**

Course Structure and Syllabus of

**Ph.D. Course Work
(Session 2024 and onwards)**

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Programme : Ph.D. Course Work	
Credits: 06	Maximum Marks : 150
Course Title : Tourism Management	

Course Objective

This course has been designed to familiarize the students with tourism concepts, principles and its linkages with various organizations of Tourism Industry, its impacts and to understand the various other elements of the industry. The course also introduces learner to tourism growth and development. It also discusses the emerging trends in tourism industry and also appreciates the future of tourism.

Course Outcomes

CO1: To understand the key concepts of travel and tourism, types and forms of tourism and the theories of tourism system.

CO2: To describe the nature of different tourism products and provide insights into the process of developing and managing various tourism products

CO3: To understand the concept of tourism demand and supply, and the impacts of tourism development

CO4: To identify different stakeholders and relevant agencies in the tourism industry and assess their role in tourism development and planning.

Unit 1

Concept of Tourism - Definition, Approaches and evolution of Tourism; Tourist- Definition, Distinction between Traveler, Visitor, Tourist, Excursionist & Transit Visitor; Typology of Tourist; Travel Motivations; Travel Deterrence; Tourism Systems-Elements and Kinds, Leiper's Geo-spatial Model, Mill-Morrison, Mathieson & Wall, 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 Preference.

Unit 2

Tourism Product- Features of Tourism Product; Types of Tourism Product; Tourism Typology; Tourism Industry- Elements, Components (Tourist Destinations and Attractions); Operating Sectors of the Tourism Industry and their linkages; Mass tourism, Sustainable Tourism, Alternate tourism: Eco, Green, Farm, Rural; Special Interest Tourism- Heritage, Cultural, Religious, Adventure, Health, Wildlife and Sports Tourism; Emerging Tourism Paradigms-Culinary, Dark, Doom, Space, Border and Avitourism.



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Unit 3

Tourism Impacts: Socio-Cultural, Economic, Environmental and Political Impact Assessment; Positive and Negative Impacts of Tourism; Carrying capacity of destinations; Tourism Demand and Supply – introduction, meaning, factors affecting demand; Determinants of supply; Tourism Circuits – concept, importance and types. Tourism Organizations-Role and Function of Tourism Organisations, WTO, ICAO, PATA, UFTAA, ASTA, FHRAI, IATO, TAAI, AAI, ITDC & JKTDC; Stakeholders in Tourism Development; Tourism Planning- Planning Process, Levels of Tourism Planning, Importance of Planning.

Unit 4

Travel Agency and Tour operations Business: Origin, Growth and development: Definition, Differentiation and linkages, organization and functions-Travel information counseling, itinerary preparation, Reservation, Tour costing/pricing. Types of itineraries; Elements of Tour itinerary. Sources of itinerary preparation. Seasonality, marketing of tour packages, Income sources

Unit 5

Digital Marketing: Digital Marketing overview, Principles of digital marketing, Components of Digital Marketing; Digital Advertising, Online advertisement, rules/guidelines of online advertising; E-Mail Marketing, Internet Promotion: PR, Online direct marketing, Consumer to Consumer; Basic Element of Digital Campaigns; Basics elements of digital Campaign Management; Campaign Analytics and Marketing ROI: Basics of Web Analytics; Understanding KPIs; Digital Marketing Framework (ASCOR).

Note for paper setter:

The question paper will contain two sections. Section A is of 50 marks comprising of 5 questions of 10 marks each and there is no choice. Section B is of 100 marks comprising of 5 long answer type questions in total i.e 2 from each unit with internal choice. The questions in section B will be of 20 marks each.

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Programme : Ph.D. Course Work	
Credits: 06	Maximum Marks : 100
Course Title : Tourism Management	

Suggested Readings:

- C.R. Kothari & Gaurav Garg (2019). Research Methodology: Methods & Techniques (Multi Colour Edition). New Age International Publishers.
- Levin Richard , H. Siddiqui Masood , S. Rubin David , Rastogi Sanjay (2017). Statistics for Management. Pearson.
- Levin & Rastogi (2012). Statistics for Management, 7e. Pearson
- Andy Field (2017). Discovering Statistics Using IBM SPSS Statistics. Sage publications. .
- Naresh K. Malhotra and Satyabhusan Das (2019). Marketing Research: An Applied Orientation Revised Edition . Pearson.
- Howard Lune, Bruce L Berg (1995). Qualitative Research Methods for Social Science- - Pearson.
- John W. Creswell, J. David Creswell (2018). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, Sage publications, 5th edition

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Programme : Ph.D. Course Work	
Credits – 02	Maximum Marks : 50
Course Title : Research and Publication Ethics	

Theory

- **RPE01: Philosophy and Ethics**
 - Introduction to philosophy: definition, nature and scope, concept, branches
 - Ethics: definition, moral philosophy, nature of moral judgements and reactions

- **RPE 02: Scientific Conduct**
 - Ethics with respect to science and research
 - Intellectual honesty and research integrity
 - Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP)
 - Redundant publications: duplicate and overlapping publications, salami slicing
 - Selective reporting and misrepresentation of data

- **RPE 03: Publication Ethics**
 - Publication ethics: definition, introduction and importance
 - Best practices/ standards setting initiatives and guidelines: COPE, WAME, etc.
 - Conflicts of interest
 - Publication misconduct: definition, concept, problems that lead to unethical behaviour and vice versa, types
 - Violation of publication ethics, authorship and contributorship
 - Identification of publication misconduct, complaints and appeals
 - Predatory publishers and journals

- **RPE 04: Open Access Publishing**
 - Open access publication and initiatives
 - SHERPA/ RoMEO online resource to check publisher copyright & self-archiving policies
 - Software tool to identify predatory publications developed by SPPU
 - Journal finder/ journal suggestion tools viz. JANE. Elsevier Journal Finder, Springer Journal Suggester, etc.



UNIVERSITY OF JAMMU

Programme : Ph.D. Course Work	
Credits – 02	Maximum Marks : 50
Course Title : Research and Publication Ethics	

- **RPE 05: Publication Misconduct**

- A. Group Discussion**

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**

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

- **RPE 06: Databases and research metrics**

- A. Databases**

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

- B. Research metrics**

1. Impact factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score
2. Metrics: h-index, g index, i 10 index, almetrics

Note for paper setter:

The candidate shall attempt 5 questions out of the given eight (8) questions from the whole syllabus. Each question shall carry 10 marks.

Suggested Readings:

- Nicholas H. Steneck. Introduction to the Responsible Conduct of Research. Office of Research Integrity. 2007. Available at: <https://ori.hhs.gov/sites/default/files/rcrintro.pdf>
- The Student's Guide to Research Ethics By Paul Oliver Open University Press, 2003
- Responsible Conduct of Research By Adil E. Shamoo; David B. Resnik Oxford University Press, 2003
- Ethics in Science Education, Research and Governance Edited by Kambadur Muralidhar, Amit Ghosh Ashok Kumar Singhvi. Indian National Science Academy, 2019. ISBN : 978-81-939482-1-7.



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Programme : Ph.D. Course Work	
Credits: 04	Maximum Marks : 100
Course Title : Research Methodology	

Course Objective

The objective of this course is to familiarize and appraise the learners with various statistical techniques and methods which will help in developing business strategies.

Course Outcomes

CO1: To understand the statistical methods and its relevance in tourism.

CO2: To facilitate research scholars to identify thrust areas in management research.

CO3: To analyse and interpret qualitative data.

CO4: To conduct and publish research in inter-disciplinary management areas that will add value to the society at large.

Unit I: INTRODUCTION

Research: Concept, objectives, significance; Types of research: Basic, applied, quantitative, qualitative; Research process: Identifying and defining research problem; Review of literature; Research questions; objectives & hypothesis formulation; Research methods versus research methodology; Preparation of research proposal; criteria of good research; Problems encountered by researchers; Ethics in research.

Unit II: RESEARCH DESIGN & SAMPLING DESIGN

Research design: Meaning, features, components, types- descriptive, exploratory & experimental; Sampling design: Concept of universe & sample; Steps in sampling design; Types of sampling techniques: Probability and Non-probability; Characteristics of good sampling design: Sampling errors & Non-Sampling errors; Data collection source- primary & secondary; Methods of collecting data: Observations, Interview, Schedules, and Questionnaire; Measurement & scaling techniques: Concept, types of scales; Sample size determination; Reliability and validity.



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Programme : Ph.D. Course Work	
Credits: 04	Maximum Marks : 100
Course Title : Research Methodology	

Unit III: QUANTITATIVE DATA ANALYSIS

Data processing preparation: Editing, coding, missing values and outliers; classification & tabulation; Statistical tools for data Analysis-Bi-variate & Multivariate analysis; Multiple correlation, Multiple regression and Factor analysis. Testing of hypothesis; T-test, F-test & ANOVA; Interpretation of statistical results EFA & CFA.

Unit IV: QUALITATIVE RESEARCH & REPORT WRITING

Research Philosophy: Ontology and Epistemology; Meaning of Qualitative Research and features; Difference between qualitative and quantitative research; Components of qualitative research; Qualitative research designs; Interviews: Structured and Unstructured; Phases of developing interview guide.

Note for paper setter:

The question paper will contain two sections. Section A is of 20 marks comprising of 4 questions of 5 marks each and there is no choice. Section B is of 80 marks comprising of 5 long answer type questions in total i.e 2 from each unit with internal choice. The questions in section B will be of 16 marks each.

Suggested Readings:

- C.R. Kothari & Gaurav Garg (2019). Research Methodology: Methods & Techniques (Multi Colour Edition). New Age International Publishers.
- Levin Richard , H. Siddiqui Masood , S. Rubin David , Rastogi Sanjay (2017). Statistics for Management. Pearson.
- Levin & Rastogi (2012). Statistics for Management, 7e. Pearson
- Andy Field (2017). Discovering Statistics Using IBM SPSS Statistics. Sage publications. .
- Naresh K. Malhotra and Satyabhusan Das (2019). Marketing Research: An Applied Orientation Revised Edition . Pearson.
- Howard Lune, Bruce L Berg (1995). Qualitative Research Methods for Social Science- - Pearson.
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