



DOCTOR OF PHILOSOPHY (TOURISM AND HOSPITALITY)

PHD PROGRAMME

DEPARTMENT OF TOURISM, AND HOSPITALITY MANAGEMENT

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HANDBOOK OF PROGRAMME





COURSEWORK GUIDELINES

All candidates admitted to the Ph.D. programme shall have to complete a *Coursework*. This will be treated as a pre-Ph.D. course. All candidates must meet the minimum requirement of 75% attendance during the course work offered by the Department and will be required to complete the given courses within the prescribed duration of at least one semester.

However, such candidates who have successfully completed a regular M.Phil. Programme of two years duration will be exempted from course work while pursuing Ph.D. programme, provided that such candidates were admitted to M.Phil. Programme through an entrance examination and have also studied a course on “Research Methodology” while pursuing the M.Phil. programme.

Preamble

The course work is designed to support and prepare candidates for quality research. By undergoing this course work, the scholar will get equipped with fundamentals of research methodology and also recent developments in the field of their respective specializations. Each learner after having been admitted to the Ph.D. degree programme shall be required to undertake course work for a minimum period of one semester (6 months). The course work shall be treated as pre-Ph.D. preparation.

Salient features of the coursework

- Duration of Course Work: One Semester (6 Months)
- There will be four courses each worth 4 credits each and for 100 points each.
- Duration of exam, wherever applicable, for each of these courses will be 3 hours.
- The examination will be held at the end of the Semester.

Nomenclature DOCTOR OF PHILOSOPHY IN TOURISM AND HOSPITALITY

Department	Department of Tourism, Hotel, Hospitality and Heritage Studies					
Faculty	Faculty of Humanities and Languages					
Type	Research Programme					
Level	Level 10					
Duration	One Semester Course work, minimum 6 semester programme					
Evaluation	As per university rules					
Credits	16 Credit Coursework					
Intake	To be announced each time as per places available					
Fees	As per university rules					
Background	Department seeks to train young scholars with research skills to further their careers as academics or researchers. There are few universities in the country that offer PhD in tourism and hospitality. There are many universities that are coming up with tourism and hospitality programmes wherein they would require qualified teachers. Industry also relies on private research consultants and organisations for intelligence. The doctoral candidates of the university may also serve this need.					
Eligibility	Postgraduate in tourism, hospitality, or any allied subjects. For details refer to the relevant Ordinance of the University.					
Admission	As per Relevant Ordinance of the University.					
Requirements	Desirable that the students seeking admission have good communication skills and some degree of comfort with using computers.					
Courses	Code	Nomenclature	Credits	Internal	External	Total
	PhD 101	Basic Statistics for Research	4	25	75	100
	PhD 102	Research Methodology	4	25	75	100
	PhD 103	Analytical Tools for Research	4	25	75	100
	PhD 104	Term Paper and Publication Ethics	4		100	100
		Total	16			400

Doctor of Philosophy (Tourism and Hospitality)

PhD 101/ Sem I **BASIC STATISTICS FOR RESEARCH**

4 Credits Discipline Specific Core Course (DSC)

Description of the course

This course is designed to engage the learner in the statistical investigation process from developing a research question and data collection methods to analysing and communicating results. This course introduces basic descriptive and inferential statistics using both traditional (normal and t-distribution) and simulation approaches including confidence intervals and hypothesis testing on means (one-sample, two-sample, paired), proportions (one-sample, two-sample), regression and correlation. Learners will be exposed to numerous examples of real-world applications of statistics that are designed to help them develop a conceptual understanding of statistics.

Learning outcomes

Having completed this course, the learners would be able to:

1. Understand and appreciate how statistics affects your daily life and the fundamental role of statistics in all disciplines;
2. Evaluate statistics and statistical studies you encounter in your other courses;
3. Critically read news stories based on statistical studies as an informed consumer of data;
4. Assess the role of randomness and variability in different contexts;
5. Use basic methods to conduct and analyse statistical studies;

Unit I *Fundamentals of statistics*

Descriptive Statistics- measures of central tendency- mean, median and mode; Measure of dispersion- range, inter-quartile range, mean deviation, standard deviation and variance; coefficient of variance; introduction to skewness and kurtosis.

Unit II *Correlation and regression*

Types of correlations (relationships); Scatter-plots and Line of Best Fit (Regression Line); Pearson and Spearman correlation coefficients; Other correlation coefficients Limitations of coefficients; Regression.

Unit III *Introduction to probability*

Probability- concepts and approaches; Probability distributions- discrete and continuous; Discrete distributions- Binomial and Poisson's distribution; Continuous distribution- normal distribution (in details).

Unit IV *Sampling and sampling distribution*

Sampling; Sampling distribution of means and proportions, Estimation- point estimates, interval estimates and sample size determination.

Unit V *Hypothesis testing*

Concept of hypothesis and hypothesis testing. Parametric vs. non-parametric tests. Introduction to t-tests, ANOVA, chi-square tests; non-parametric tests.

Main text	<p>Chandan, J.S. (1998). <i>Statistics for Business and Economics</i>. New Delhi: Vikas Publishing House Pvt. Ltd.</p> <p>Levin, R.I., Rubin, D.S., Siddiqui, S.S., and Rastogi, S. (2017). <i>Statistics for Management</i>. New Delhi: Pearson Education.</p>
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Reference books	<p>Gaur, A.S. and Gaur, S.S. (2006). <i>Statistical Methods for Practice and Research</i>. New Delhi: Response Books.</p> <p>Bajpai, N. (2013). <i>Business Statistics</i>. New Delhi: Pearson Education.</p> <p>Vohra, N.D. (2017). <i>Business Statistics</i>. New Delhi: Mc Graw Hill Education.</p>
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Pedagogical approach	Lectures and tutorials. 3-0-1
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Evaluation	Semester-end exam (75 marks); Internal assessment (25 marks)
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PhD 102/ Sem I RESEARCH METHODOLOGY

4 Credits Discipline Specific Core Course (DSC)

Description of the course

The purpose of this course is to enable learners to conduct research. This course will introduce the students to the concepts of research, introduce them to tools and examine some elementary statistical concepts. Having completed this course, students can use research to investigate problems during their doctoral research. There will be inputs on MS Excel.

Learning outcomes

Having completed this course, the learners would be able to:

1. Understand the basic process of research and acquaintance with relevant concepts.
2. Have a basic understanding of basic research tools.
3. Learn the nuances of writing research papers/ thesis.

Unit I Foundation of research

Scientific method; research and theory; business research; types and methods of research.

Preparing for research

Review of literature; planning for research- variables and measurement, hypothesis, concepts, and constructs.

Unit II Doing research

Sampling; methods of data collection; tools of data collection including construction of schedules and questionnaires, scales; fieldwork.

Unit III Tools

Processing of data, statistical analysis of data- descriptive statistics, multivariate analysis, hypothesis testing; introduction to some standard statistical tools used in business research.

Unit IV Qualitative research

Quantitative vs. qualitative research; Introduction to qualitative research techniques- Grounded Theory, Ethnography, Case method of research, content analysis, Phenomenology, Narrative research, Total Interpretive Structural Modelling, AHP; Mixed methods

Unit V Report presentation

Types of the report; planning report writing; research report format; documentation- footnotes and bibliography; writing and typing a report.

Main text

Cooper, D.R. and Schindler, P S. (2013). *Business Research Methods*. New Delhi: Tata Mc Graw Hill.

Kothari, C.R. (2013). *Research Methodology: Methods and Techniques*. New Delhi: New Age.

Reference books	<p>Walliman, Nicholas (2006). <i>Social Research Methods</i>. New Delhi: Sage Publications.</p> <p>Brunt, P. (2007). <i>Market Research in Travel and Tourism</i>. UK: Butterworth-Heinmann.</p> <p>Singh Kultar (2007). <i>Quantitative Social Research Methods</i>. New Delhi: Sage Publication.</p>
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Pedagogical approach	Lectures and tutorials. 3-0-1
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Evaluation	Semester-end exam (75 marks); Internal assessment (25 marks)

Doctor of Philosophy (Tourism and Hospitality)

PhD 103/ Sem I ANALYTICAL TOOLS FOR RESEARCH

4 Credits Ability Enhancement Compulsory Course (AECC)

Description of the course

The purpose of this course is to allow learners hand on the practice of using standard statistical tools for research. Students would appreciate the importance of instruments and situations in which these tools may be utilized. Learners would also be able to use standard software for analysis and would be able to interpret results.

There will be inputs on MS Excel, SPSS, etc.

Department will also organise need based methodology workshops by inviting experts.

Learning outcomes

This is a laboratory based research course

Having completed this course, the research scholar would be able to use statistical software like SPSS. Optional workshops on Excel, R, etc.

Learners would be exposed to following techniques. This is an illustrative list and not exclusive.

- 1 Intro to SPSS
- 2 Data entry in SPSS
- 3 Descriptive statistics with SPSS
- 4 Hypothesis testing
- 5 Non-parametric tests
- 6 Regression Analysis
- 7 Conjoint Analysis
- 8 Cluster Analysis
- 9 Multiple Regression
- 10 Factor Analysis and Confirmatory Factor Analysis
- 11 Discriminant Analysis
- 12 Structural equation modeling
- 13 I-P-A

Main text	George, Darren, and Mallery, Paul (2011). SPSS for Windows- Step by Step, 10/e. New Delhi: Dorling Kindersley India Pvt. Ltd. (Pearson).
Reference books	Gupta, S.L., and Gupta, Hitesh (2011), SPSS 17.0 for Researchers, 2/e. New Delhi: International Book House Pvt. Ltd.
Pedagogical approach	Laboratory work, workshops, tutorials; 0-3-1
Evaluation	Semester-end practical exam (75 marks); Internal assessment (25 marks)

Doctor of Philosophy (Tourism and Hospitality)

PhD 104/ Sem I TERM PAPER AND PUBLICATION ETHICS

4 Credits Discipline Specific Elective (DSE)

Description of the course

The purpose of this course is twofold. One, the course envisages raking debates on contemporary issues in tourism and hospitality. This first-semester course intends to expose learners to issues which can help them choose a subject for further research. The course would be organized as a basket of didactic interventions that would allow students organize academic activities besides discussing current issues in tourism and eventually converging to a research issue.

The other objective of this course is to make the learners aware of ethics and values in research. That the researchers of tomorrow, consciously or sub consciously, do not engage in any unethical practice. The course seeks to empower the learners with tools that can help them ensure that their research is principled.

Learning outcomes

1. To understand the contemporary research challenges in tourism and hospitality.
2. To be initiated into the world of research-based publishing
3. To understand research misconduct, especially plagiarism and tools to ensure that their research lives up to accepted global academic standards
4. To be able to cite, reference and index. Understand research metrics.

The entire course has two parts. As advised by UGC, part one equivalent to two credits would deal with publication ethics. Students will develop and present a term paper worth 2 credits.

Unit I Philosophy and ethics

Introduction to philosophy: definition, nature, scope, concept, and branches;
Ethics: definition, moral philosophy, nature of moral philosophy, nature of moral judgements and reactions.

Scientific conduct

Ethics with respect to science and research; Intellectual honesty and research integrity; Scientific misconducts: falsification, fabrication, and plagiarism;
Redundant publications: duplicate and overlapping publications, salami slicing;
Selective reporting and misrepresentation of data.

Unit II 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 contributor ship; Identification of publication misconduct, complaints and appeals; Predatory publishers and journals

Unit III Open access publishing

Open access publications and initiatives; SHERPA/RoMEO online resource to check publisher copyright and 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.								
Unit IV	Publication misconduct Ethical issues in tourism and hospitality, three cardinal sins- Falsification, fabrication, plagiarism (FFP), authorship; Conflicts of interest; Complaints and appeals: examples and fraud from India and abroad; Tools: Use of plagiarism software like Turnitin, Urkund and other open source software tools.								
Unit V	Database and research metrics Databases: Indexing databases, Citation databases- Web of Science, Scopus, etc.; Research Metrics: Impact Factor of journal as per journal citation report, SNIP, SJR, IPP, Cite Score; Metrics: h-index, g index, i10 index, altmetrics								
Term paper	Every student must write a term paper of the length 15,000-20,000 words adhering to the publication standards as learnt in this course.								
Main text	Yadav, Santosh Kumar (2020). Research and Publications Ethics. New Delhi: Anne Books.								
Reference books	No specific text recommended. Department may prepare and share a suggested list of readings. For details of annotated bibliography refer to: 1. https://student.unsw.edu.au/annotated-bibliography 2. http://guides.library.cornell.edu/annotatedbibliography 3. https://owl.english.purdue.edu/owl/resource/614/01/ 4. http://library.concordia.ca/help/writing/annotated-bibliography.php								
Pedagogical approach	Group discussions, occasional workshops, self-study. 0-0-2 Each research scholar would be expected to develop a comprehensive annotated bibliography for his/ her proposed term paper.								
Evaluation	Continuous evaluation. Cent percent internal evaluation. <table style="margin-left: 40px;"> <tr> <td>Continuous assessment (tests, quiz, etc)</td> <td>25 points</td> </tr> <tr> <td>Presentation</td> <td>25 points</td> </tr> <tr> <td>Term Paper</td> <td>50 points</td> </tr> <tr> <td>Total</td> <td>100 points</td> </tr> </table>	Continuous assessment (tests, quiz, etc)	25 points	Presentation	25 points	Term Paper	50 points	Total	100 points
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