

Department of Tourism, Hospitality & Leisure Studies, University of Kashmir
Research Methodology
Ph.D Syllabus

Effective from Batch 2024
Course Code: 01

Maximum Marks: 100
Minimum Pass Marks: 50

Unit I

Research: Introduction, Scientific research, Social Science research, Descriptive, Explanatory and Evaluative research, Research in Policy-making, Planning and Management processes, Research Outputs, Empirical and Non-Empirical research, Quantitative and qualitative research, Inductive and Deductive research, Theory and model building, Research design & types, Data sources: Primary and Secondary, Literature Review & Types.

Unit II

Measurement Scales - Nominal, Ordinal, Interval and Ratio scales, Sources of Error in measurement, Validity and Reliability in Measurement, Questionnaire – Typology, design and coding, Sampling process- Probabilistic and Non-Probabilistic sampling, Sample size- Level of Precision, Confidence intervals applied to population estimates, Sampling for qualitative research.

Unit III

Descriptive Statistics, Measures of Central Tendency – Mean, Mode & Median, Measures of Dispersion – Standard Deviation, Range etc. Hypothesis Testing, Parametric Tests – z-Test, t-Test, ANOVA- One-way & Two way; Application of Factor Analysis, Cluster Analysis, Discriminant Analysis, Structural Equation Modeling (SEM), Application of SPSS Package.

Unit IV

Correlation and Regression – Types, Non-Parametric Tests – Chi Square Test, Wilcoxon Test, Kruskal Wallis Test, Freidman's Test, Kolmogorov-Smirnov Test, Mann Whitney Test, U Test Goodness of Fit, Report Writing – Purpose, Integral parts of report.

Unit V

Analysis of Secondary Data – Time series, Growth rate, Cross tabulation, Analysis of Qualitative Data – Case Study, Content Analysis, Thematic Analysis, Mechanics; Ethics: definition, Moral Philosophy, Moral Judgements and Reaction, Scientific Conduct: Ethics with respect to science and research; Intellectual honesty and research integrity; Scientific misconduct: Falsification, Fabrication, and Plagiarism (FFP). Redundant Publications: Duplicate and overlapping publications; Publication Ethics: COPE and WAME guidelines and practices; Conflict of interest; Publication Misconduct, Violation of Publication Ethics, Authorship and Contributorship; Predatory Publishers and Journals.

Unit VI

Open Access publications and Initiatives; SHERPA/RoMEO online Resource to check publisher copyright & self-Archive policies; Software tool to identify predatory publications developed by SPPU; Journal finder/journal suggestion tools viz. JANE, Elsevier journal finder, Springer journal suggester, Etc. Use of Plagiarism software – Turnitin, Urkund, Drillbit etc. Databases: Indexing databases, Citation databases: Web of Science, Scopus etc.; Research metrics: Impact of journal as per Journal Citation report, SNIP, SJR, IPP, Cite score, h-Index, g- Index, i10- Index.

Suggested Readings:

1. **Veal, A. J**, *Research Methods for Leisure & Tourism*, Pearson., United Kingdom.
2. **Donald H. McBurney**, *Research Methods.*, Thomson Asia Pvt Ltd., Singapore.
3. **Joseph F. Hair, Jr. et al**, *A Primer on (PLS-SEM).*, SAGE publications Inc, USA.
4. **William G. Zukumund**, *Business Research Methods.*, Cengage Learning 8th Edition.

Department of Tourism, Hospitality & Leisure Studies, University of Kashmir
Recent Advances in Tourism & Hospitality
Ph.D Syllabus

Effective from Batch 2024
Course Code: DTHLS-PhD-01

Maximum Marks: 100
Minimum Pass Marks: 50

Unit I

Recreation and Tourism Marketing, Ps of Tourism Marketing, Evolving Marketing Mix for Tourism Services, Market Environment Analysis, Segmentation for travel and tourism markets: STP Approach, Distribution Channels in Travel and Tourism, Service Quality- Models & Dimensions, Digital Marketing and its forms, Destination Branding – Perspectives and Challenges, Marketing of Heritage Tourism, Authenticity as the Emerging Marketing Brand. Product Life-Cycle and its Stages, Marketing Ethics and Consumerism.

Unit II

Tourism in a Changing World – Tourism Business during Liberalisation and Globalisation. Basic forms of Crisis Handling, Crisis Planning – Generic planning, Contingency planning, Preventive planning; Crisis Management Instruments – Product Policy, Price Policy, Communication Policy; Sustainable Tourism Development - Dimensions & Approaches, Pro-Poor Tourism and Community Participation, Responsible Tourism, Eco-Tourism; Tourism Planning – Role of Public and Private sector in Policy Formulation.

Unit III

Fundamental principles of OB; Challenges and opportunities; Different schools of management thought - Behavioural, Scientific, Systems, and contingency; Types of Personality and factors influencing personality; Perception – Factors influencing perception, Perceptual Biases; Motivation – Content and Process theories of Motivation; Leadership – Leadership theories, Trait theory, Contingency Theory, Transformational Leadership & Transactinal Leadership, Servant Leadership, Managerial Grid, Likert's Theory.

Unit IV

Entrepreneurship opportunities in Tourism (Conventional, Non-Conventional & Secondary Opportunities); Entrepreneurial Characteristics for travel, tourism, and hospitality trade; Policy measures for Tourism entrepreneurship in India; Start- up Policy of India; Emerging technologies in tourism (social media, virtual reality, Augmented Reality, Artificial Intelligence, Big data, Blockchain Technology). Emerging Technologies and Security in Hospitality: Emerging Technologies (Exploration of cutting-edge technologies such as AI, IoT, Blockchain, and their applications in hospitality).

Suggested Readings:

1. **Chhabra, D.** *Sustainable Marketing of Cultural and Heritage Tourism*, Routledge., USA.
2. **Mudie, P. & Pirrie, A.** *Services Marketing Management*, Elsevier., USA.
3. **Victor, T. C., Fyall, A., Morgan, M.** *Marketing in Travel and Tourism*, Elsevier., UK.
4. **Glaesser, D.** *Crisis Management in the Tourism Industry*, Elsevier., UK.
5. **Nickson, D.** *Human Resource Management for Hospitality and Tourism Industry*, Elsevier, USA.
6. **P, De Pablos... J, Zhao.** *Global Hospitality and Tourism Management Technologies*.
7. **Laurie J. Mullins**, *Management & Organisational Behaviour*, Pearson, UK