



Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University under Category A by MHRD, Estd. u/s 3 of UGC Act 1956)
Re-accredited with A+ Grade by NAAC. Recognised by UGC Under Section 12 B
Coimbatore - 641 043, Tamil Nadu, India

Department of Tourism Management
Ph.D. Tourism Management

Ph.D. Programme Specific Outcomes

1. Exhaustive review of existing literature and understanding research gap in the field of Tourism and allied sectors.
2. Pursue Tourism practices at all levels and understand contemporary challenges in meeting societal requirements.
3. Offer outcome of research as a model of solution and measures for an advanced strategy balancing societal and industrial development.

Scheme of Instruction and Examination

(Applicable for Ph.D.Part-time Scholars admitted in January 2021 &Ph.D. Scholars admitted from August 2021&onwards)

Subject Code	Name of the Paper/ Component	Hours of Instruction/ week	Scheme of Examination				
			Duration of exam	CIA	CE	Total	Credits
21PHTO01	Research Methods for Tourism Management	7	3	60	40	100	5
21PHTO02	Advanced paper in Tourism Management	7	3	60	40	100	6
21PHTO3A	Specialization Paper		3	60	40	100	5
21PHRP04	Research and Publication Ethics	2	3	100		100	2
	Thesis			100	100	200	12
Total Credits							30

**Department of Tourism Management
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21PHTO01 - RESEARCH METHODS FOR TOURISM MANAGEMENT

Hours of instruction: 7 Hrs/week

No. of credits: 5

Objectives:

- To demonstrate the research tools and techniques that aid Managerial Decision Making in Tourism Industry
- To develop analytical skills of business research.
- To Understand various techniques and tools used in Managerial research Hospitality Services

Unit I: Introduction

Meaning, objective and scope of Research –Types of Research –Research process – Research design – Types of designs- problem discovery and formulation in the context of Tourism.

Unit II: Hypothesis Formulation and Data Collection

Hypothesis –meaning, types of formulation, sampling design –sample size and its estimation , Data collection – sources and types of data –Tools of data collection – Questionnaire, schedules – Data collection techniques; survey method, experimentation, observation.

Unit III: Measurement Techniques

Measurement and scaling – Nominal, ordinal, interval and Ratio, Attitude scale construction and measurement, Rating scales, Semantic Differentials (SD), Use of scaling in statistical analysis (Analyzing data using statistical methods)

Unit IV: Parametric and Non Parametric Tests

Testing of Hypothesis; Non- Parametric Tests- Rank, sign, Mann –Whitney test, Chi- square, Correlation Co-efficient- Parametric tests- t test, C.R. one way classification of ANOVA, Two way classification of ANOVA, unequal numbers ANOVA, Introduction to multivariate statistical tests; Factor Analysis, cluster Analysis, Discriminant function analysis.

Unit V: Report Writing

Presenting the results: Written and Oral Reports, Short and long reports, uses of abstracts, Format of research reports, presentation of statistics –Text semi Tabular, Tabular and Graphic, References and uses of references and bibliography, Oral Presentation-Preparation, delivery and audiovisual data sources.

Total Hrs: 105

Course Outcomes:

- Understand the basic concepts of Research Process.
- Gain knowledge about Sample plan and Sample design.
- Learn different Scaling techniques for data collection.
- Apply various parametric and Non- parametric tests in Research.
- Able to interpret the data and write the report

References:

1. **Donald R.Cooper**(2013), "**Business Research Methods**". Tata McGrawHill publishers, New Delhi.
2. **C.R.Kothari**(2017) "**Research methodology**" New Age International publishers, New Delhi.
3. **R. Paneerselvam** (2014), "**Research Methodology** "Prentice Hall of India Pvt Ltd, New Delhi.
4. **Rajender Pal** (2014)"**Research in Tourism**" Mohit Publications, New Delhi.
5. **S.Kumar Das** (2013)"**Research methodology in Tourism**" ABD Publishers, Jaipur.

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21PHTO02 - ADVANCED PAPER IN TOURISM MANAGEMENT

Hours of instruction: 7 Hrs/week

No. of credits: 6

Objectives:

- To familiarise the students with fundamental concepts of Tourism and Travel
- To Understand Tourism Resources and Travel Business
- To provide an overview of sustainable tourism practices .

Unit I: Basic concepts of Tourism and Travel

Forms and Types of Tourism, Components-4 A's-Attraction, Accommodation, Accessibility and Activity, Travel motivators and deterrents, Linkages and channels of distribution. National and International Organisations, Conceptual models in the domain of tourism literature

Unit II: Tourism Resources

Natural –Beaches, Islands, Hills, Valleys, Biosphere Reserves, Manmade-Cultural-Monuments, Indian Architecture, Heritage Sites and Museums, Events and Festivals-Secular and Non Secular, Research scope in Indian tourism resources.

Unit III: Travel Business

Tourism Product, features, Marketing, Destination Management, Destination Image and Branding Distribution channel of Tourism Industry, Suppliers, Wholesalers and retailers, Packages, Tour brochure Promotional aspects, Forex, Role of Hospitality Industry, Service practices and Service quality, Research problems in tourism industry.

Unit IV: Transport Dynamically Changing Needs and Means

Modes of Transport-Air transport evolution and advance in air transport, Impact of online ticketing, air travel regulations, Surface-Road Transportation-Classification, Rail-Indian Railways, IRCTC, Problems and challenges, luxury rail travel, popular railway systems of the world, Water Transportation, types, Waterways for tourists, cruises, Contemporary developments in transportation system and need of research.

Unit V: Sustainable Tourism

Impacts of Tourism –Natural, Socio cultural, Economic, Identifying Pressures and Understanding Thresholds- Host-Local Population-Visitor's behaviour-Carrying Capacity, Eco-Tourism- Introduction-Principles and Concepts-Sustainable Development-Other Alternative Forms of Tourism, Rural Tourism, Responsible Tourism, Crisis management and risk reductions, Impact of Tourism on various fronts of society and necessity of research to sustain certain practices for next generation.

Total Hrs: 105

Course Outcomes:

1. Knowledge on Administration, Management and Approaches to Tourism Management.
2. Understand various Tourism Resources and their scope for Research.
3. Gain insight on Travel business, marketing and Research problems in Tourism industry.
4. Gain insight on Transport evolution, classification and contemporary developments in transport industry.
5. Apply their knowledge in identifying pressures and understanding threshold on various alternative forms of Tourism for sustainable practices.

References:

- *Ratan Deep Singh* (2016) "*Tourism Today*", United Nations Publications, New Delhi.
- *Dickman. S* (2015) "*Tourism*" – *An Introductory Text*, New York.
- *Sinha P.C* (2015), "*Tourism Issues And Strategies*", Anmol Publications, New Delhi.
- *R.K. Sharma*(2014), "*Tourism & Travel Industry*", Dominant Publishers, New Delhi.
- *Seth.P.N*(2013), "*Successful Tourism Management* ", Sterling Publishers, New Delhi.

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21PHTO03A - SUSTAINABLE TOURISM

(Applicable for Ph.D full-time Scholar admitted in August, 2021)

Hours of instruction: 7 Hrs/Week

No of credits 5

Name of the Scholar: Ms.Pooja.R (21PHTOF002)

Objectives:

- To understand the need and significance of sustainable development
- To gain knowledge on different sustainable tourism approaches
- To become familiar with the Planning and quality practices of sustainable tourism.

Unit-I Sustainable Development Introduction

Evolution-Principles, Major Dimensions of Sustainability; Social, Economic, Environmental- The key factors in Sustainable Tourism-The public sector-The Industry-The Voluntary Sector-The Host Community-The Media-The Tourist-The Global Crisis, Sustainable use of global resources, Assessing the obstacles-Obstacles to sustainable development, Overcoming the obstacles.

Unit IISustainable Tourism Development and Significance

Meaning-Global significance of Sustainable Tourism-Rio Declaration 1992-Kyoto Protocol 1997-WSSD 2002-Stockholm Conference 1972-World Conference on Sustainable Tourism 1995-Globe 90 Conference-Berlin Declaration -Bali Declaration 2005 -Cape Town Declaration 2002 and Kerala Declaration.

Unit - IIIApproaches to Sustainable Tourism

Topographical Analysis-Analysis of Local Resources-Land use Pattern (EIA, EIS, and EMS) & Community and socio-economic and cultural conditions -World conservation Union 1980 - WCED 1987 - Sustainable Tourism and Poverty Alleviation-Pro-poor Tourism and Community Participation - Evaluation of impact of tourism site -Zoning system -Carrying capacity.

Unit- IV Sustainable Tourism Practices and planning

Environmental indicators and benchmarking for sustainable development- Certification and Labeling-Life Cycle Assessment-Carbon Management-Sustainable Tourism Legislation and Regulation- Waste management , eco- friendly practices- Promoting voluntary behaviour change for sustainable tourism: the potential role of social marketing- Managing visitors to the natural environment.

Unit-V Quality Standard for Sustainable Tourism

Quality standard for sustainable tourism, Role of WTTC, UN-WTO, PATA, UNEP, UNFCCC - Tourism code and tourism bill of rights, , Code of conduct for Accomodation for transport operators, Global Warming & Climate Change-Agenda 21 for Travel and Tourism Industry- Impact on global warming and climate change.

Text Books:

- *Kuerjee Nikhil (2017)* Ecotourism and Sustainable Development, Cyber Tech Publications New Delhi
- *Narasaiah Lakshmi (2016)*, Globalization and Sustainable Tourism Development, Discovery Publishing House New Delhi
- *Inskeep, E. (2016)*, Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold.
- *Ritchie, J.R. & Crouch, I.G (2015)*, the Competitive Destination – A Sustainable Tourism Perspective, CABI Publishing, UK.

References:

- *Harrison, L. C., & Husbands, W. (Eds.). (2018)*, Practicing Responsible Tourism
- *Rob Harris, Peter Williams, Tony Griffin. (2018)*, Sustainable Tourism a global perspective, Taylor and Francis Publications, UK.
- *David L. Edgell (2019)* Managing Sustainable Tourism, A Legacy for the future, The Haworth Hospitality Press, New York.
- *GosslingStefen, Hall C.Micheal, Scott Daniel (2018)*, The Routledge Handbook of tourism and sustainability, Routledge, and London.
- *Mowforth, M. and Munt, I. (2019)*, Tourism and Sustainability. Development and New Tourism in the Third World. Routledge, London.
- *Otto Huisman and Rolf A.de (2018)*, Principles of Geographic Information Systems, The International Institute for Geo-Information Science and Earth Observation, The Netherlands

Course Learning Outcomes:

1. Knowledge to describe the sustainable tourism concepts and its products.
2. Understand the measures and approaches of sustainable tourism.
3. Identify the growth and importance of sustainable tourism.
4. Gain insight on the improvisation on the development of sustainable tourism.
5. Analyze how to develop and promote sustainable tourism destinations.

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21PHTO03B SMART TOURISM

Hours of Instruction: 7hrs /Week
No.of Credits:5

Name of the Scholar : Utthra. B (21PHTOF003)

Objectives:

- To understand the concept of digital tourism, and smart tourism in tourism,
- To study about different ICT and IoT applications in tourism
- To gain knowledge on E- Tourism and AI applications to face the contemporary challenges in tourism

UNIT I – DIGITAL TOURISM

Definition- Importance of smart tourism/ digitalization- Evolution and growth of smart tourism- Risks and benefits of smart/digital tourism- Role of IT in tourism and hospitality- Digital trends in tourism- Smart tourism destinations -The smart tourism ecosystem- Components of smart tourism-Digital Tourism Marketing- Promoting digitally enhanced tourism business models and ecosystems– Digital transformation in the national tourism policies

UNIT II– ICT (INFORMATION AND COMMUNICATION TECHNOLOGY)

Introduction to ICT- Limitations to the use of ICT-types of ICT tools -ICT enabled tools for marketing- ICT usage in tourism: overview and case studies- information management, stages of ICT revolution, ICTS and new business tools, networking and information, technological convergence and new ICT developments- impact of ICTs on tourism- best operational practices in tourism, tourism system and ICT, use of hardware and software in tourism organisations, application of ICT in tourism and hospitality

UNIT III- IoT (INTERNET OF THINGS)

Introduction to IoT- Applications- Security and privacy using IoT- Applications and challenges- IoT Protocols- IoT platforms– IoT Network model- IoT solution for Tourism- Applications of IoT in Travel industry

UNIT IV- E- TOURISM

Introduction to E- Use of Information Technology in Tourism- History and Evolution of Global Distribution System- Popular Global Distribution Systems (GDS) - Business Models of Global Distribution Systems (GDS)- Application of GIS and its components in Tourism - Typologies of E-Tourism- Payment Systems in E-Tourism- Future of E-Tourism- Multidimensional framework for ICT in tourism- The industrial value chain

UNIT V- AI

Introduction- Foundation and history of AI- Machine learning- Role of AI in crisis management - Principles of AI- AI Benefits, Risks and Capabilities: Communication, Knowledge and Capacity Building-AI Ecosystem- Ethical Principles and theories of AI- The Role of AI Within the Travel Industry- Adoption of AI in travel and tourism industry- Impact of AI in travel and tourism- Future of AI.

Text books:

- ***Dimitrios Serpanos, Marilyn Wolf* (2018), *Internet-of-Things (IoT) Systems, Architecture, Algorithms, Methodologies*, Springer International Publishing AG 2018**
- ***Dimitrios Buhalis* (2002), *eTourism: Information technology for strategic tourism management Paperback*, Pearson Education Limited**
- ***Stuart J. Russell and Peter Norvig* (1995), *Artificial Intelligence ‘A Modern approach’* Prentice-Hall, Inc. A Simon & Schuster Company Englewood Cliffs, New Jersey**

References:

- ***Boes, K., Buhalis, D., & Inversini, A.* (2015), *Conceptualising Smart Tourism Destination Dimensions*. In I. Tussyadiah & A. Inversini (Eds.), *Information and Communication Technologies in Tourism 2015* (pp. 391–403). Heidelberg: Springer.**
- ***Stahl BC, Wright D* (2018), *Ethics and privacy in AI and big data: implementing responsible research and innovation*. *IEEE SecurPriv* 16:26–33.**
- ***Gretzel, U., Werthner, H., Koo, C., & Lamsfus, C.* (2015), *Conceptual Foundations for Understanding Smart Tourism Ecosystems. Computers in Human Behavior, forthcoming*.**
- ***Hojer, M., & Wangel, J.* (2015), *Smart Sustainable Cities: Definition and Challenges*. In L. M. Hilty & B. Aebischer (Eds.), *ICT Innovations 186 U. Gretzel et al. for Sustainability, Advances in Intelligent Systems and Computing* (pp. 333–349). New York: Springer**
- ***Buhalis, D., & Amaranggana, A.* (2015), *Smart Tourism Destinations: Enhancing Tourism Experience Through Personalisation of Services*. In I. Tussyadiah & A. Inversini (Eds.), *Information and Communication Technologies in Tourism 2015* (pp. 377–389). Heidelberg: Springer.**
- ***Tu, Q. & Liu, A.* (2014), *Framework of Smart Tourism Research and Related Progress in China*. In *International Conference on Management and Engineering (CME 2014)*, pp. 140-146. DEStech Publications.**

Course learning outcomes:

1. Knowledge on advances in ICT and digital tourism
2. Understand the concepts of smart tourism and its practices in tourism
3. Explore the possibilities of IoT's and AI to face challenges in contemporary tourism
4. Apply the possessed knowledge to enhance sustainability through technological innovations and practices in tourism
5. Develop technological based models to fill the gap of theory and practices

21PHRP04-RESEARCH AND PUBLICATION ETHICS

THEORY

Unit–I: RPE 01: PHILOSOPHY AND ETHICS

3

1. Introduction to philosophy: definition, nature and scope, concept, branches
2. Ethics: definition, moral philosophy, nature of moral judgments and reactions

Unit–II: RPE 02: SCIENTIFIC CONDUCT

5

1. Ethics with respect to science and research
2. Intellectual honesty and research integrity
3. Scientific misconducts: Falsifications, Fabrication, and Plagiarism (FFP)
4. Redundant publications: duplicate and overlapping publications, salami slicing
5. Selective reporting and misrepresentation of data

Unit–III: RPE 03: PUBLICATION ETHICS

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 behaviour 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

3

Unit–IV: RPE 04 (OPEN ACCESS PUBLISHING)

1. Open access publications and initiatives
2. SHERPA/RoMEO online resource to check publisher copyright and 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 journals suggested, etc.

Unit–V: RPE 05 PUBLICATION MISCONDUCT

5

A. Group Discussions

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

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

Unit–VI: PRE 06: DATABASES AND RESEARCH METRICS

7

A. Databases

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

B. Research Metrics

1. Impact factor of journal as per Journal Citation Report, SNIP, SJR, IPP, CiteScore. Metrics: h-index, g-index, i10 index, altmetrics

Total Hours–30

Books for Reference

- Bird, A. (2006). *Philosophy of Sciences*. Routledge.
- MacIntyre, Alasdair (1967) *A Short History of Ethics*. London.
- P. Chaddah, (2018), *Ethics in Competitive Research : Do not get scooped; do not get plagiarized*, ISBN : 978-9387480865
- National Academy of Sciences, National Academy of Engineering and Institute of Medicine. (2009) *On Being a Scientist: A Guide to Responsible Conduct in Research: Third Edition*. National Academies Press.
- Resnik, D.B. (2011). What is ethics in research and why is it important. *National Institute of Environmental Health Science*, 1-10. Retrieved from <https://www.niehs.nih.gov/research/resources/bioethics/w/hatis/index.cfm>
- Beall, J. (2012). Predatory publishers are corrupting open access, *Nature*, 489 (7415), 179-179. <https://doi.org/10.1038/489179a>
- Indian National Science Academy (INSA), *Ethics in Science Education, Research and Governance* (2019), ISBN: 978-81939482-1-7. http://www.insaindia.res.in/pdf/Ethics_Book.pdf.