

Syllabus for the Ph.D. Entrance Examination Tourism (Research Methodology Paper)

Unit 1: Foundations of Research

1. Meaning, characteristics, and purpose of research
 2. Types of research (basic, applied, descriptive, exploratory, qualitative, quantitative)
 3. Tourism research: scope, significance, and contemporary relevance
 4. Ethics in research and academic integrity
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Unit 2: Research Problem, Objectives & Hypotheses

1. Identification and formulation of research problems
 2. Setting research objectives and research questions
 3. Definition, types, and characteristics of hypotheses
 4. Formulation and testing of hypotheses
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Unit 3: Literature Review

1. Purpose and importance of literature review
 2. Sources of literature (journals, books, databases, reports)
 3. Searching, retrieving, and organizing literature
 4. Writing a conceptual framework and identifying research gaps
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Unit 4: Research Design

1. Meaning and components of research design
 2. Exploratory, descriptive, and experimental designs
 3. Sampling concepts: population, sample, sampling frame
 4. Probability and non-probability sampling techniques
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Unit 5: Data Collection Methods

1. Primary and secondary data: meaning, sources, and relevance in tourism
2. Qualitative methods: interviews, focus groups, observation, case studies
3. Quantitative methods: surveys, questionnaires, field investigations
4. Measurement scales: nominal, ordinal, interval, ratio

Unit 6: Tools & Techniques for Data Collection

1. Questionnaire design: structure, wording, and sequencing
 2. Interview schedule preparation
 3. Online data collection tools (Google Forms, SurveyMonkey, etc.)
 4. Reliability and validity of research instruments
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Unit 7: Data Processing and Analysis

1. Editing, coding, classification, and tabulation of data
 2. Descriptive statistics: mean, median, mode, SD, variance
 3. Inferential statistics: correlation, regression, chi-square, t-test, ANOVA
 4. Application of statistical tools in tourism research
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Unit 8: Qualitative Data Analysis

1. Content analysis and thematic analysis
 2. Coding qualitative data
 3. Triangulation of data
 4. Software tools (NVivo, ATLAS.ti – introductory level)
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Unit 9: Statistical Software Applications

1. Basics of SPSS: data entry, variable view, output interpretation
 2. Use of Excel for statistical computation
 3. Graphical representation of data
 4. Interpreting statistical outputs for research reports
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Unit 10: Interpretation and Report Writing

1. Meaning and importance of data interpretation
 2. Techniques and precautions in interpretation
 3. Components of a research report/thesis
 4. Referencing styles (APA, MLA, Chicago) and avoiding plagiarism
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Unit 11: Research in Tourism Studies

1. Characteristics of tourism research
 2. Trends and emerging areas in tourism research
 3. Demand forecasting and visitor behaviour research
 4. Destination studies, sustainability and policy research
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Unit 12: Proposal and Thesis Preparation

1. Writing a research proposal
2. Structure: title, introduction, objectives, methodology, references
3. Synopsis and abstract preparation
4. Presentation of research findings