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# PhD Programme

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## Tourism and Travel

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Jointly offered by

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**Punjab Technical University,  
Kapurthalla**

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**Indian Institute of Tourism and  
Travel Management  
Gwalior**

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This document outlines the details of the PhD programme in Tourism and Travel offered from different centres of IITTM. The programme is being offered as an understanding between Punjab Technical University, Kapurthala and Indian Institute of Tourism and Travel Management, Gwalior. This document is an effort to outline the process for the convenience of aspirants. However, in case of a doubt/dispute the relevant Ordinances and Regulations of the University shall prevail.

To apply for PhD programme please visit: <http://ptulive.com/ptulivephd/>

: [www.iittm.org](http://www.iittm.org)

*Last two pages of this document is the application form.*



Last date for applying  
session 2013-14 is

**May 3, 2013**

To apply for PhD programme please  
visit: [www.iittm.otrg](http://www.iittm.otrg)

## Venue

The programme shall be offered at Indian Institute of Tourism and Travel Management, Gwalior and its centres presently at Bhubaneswar, Delhi, Nellore and Goa. In addition to this University may also offer this programme at its headquarters.

## Programme essentials

As per University Grants Commission (UGC) rules a candidate must:

- a. Write entrance exam. As per University Regulations III.b.v. candidates who have already cleared UGC/ CSIR Exam/ SLET/GATE are exempt from entrance test and preference will be given to them for admission. For details of admission criterion please refer to University PhD Regulations.
- b. As per PhD Regulation II of the university, all research scholars are required to spend at least 6 months for consultation and research work in the department, where registered. The certificate in this regards, by the supervisor, counter signed by the Head of the institute, is to be submitted to Dean (research) PTU.
- c. All candidates must complete course-work (as outlined later) as a partial fulfilment of requirements for award of PhD Degree by PTU.
- d. Candidate must submit a thesis not earlier than two and a half years and later than five years from the date of registration. However, candidates may seek extension for another two years (For details refer to Regulation VII).

## Seats in the programme

Every year IITTM will admit pre announced number of candidates to the PhD programme. No. of seat available for admission to PhD programmes at IITTM centres would be determined based on slots available with supervisors. However, Slots available with any teacher would be determined by the institute (IITTM) after assessment of the workload of its teachers recognised as PhD supervisors by PTU.

For the session 2013-14, IITTM would admit **21 candidates**.

## Eligibility

In addition to the eligibility requirements mentioned in PTU Regulations, aspirants with AICTE approved 2 year duration PGDM/PGDBM from IITTM centres would also be eligible for PhD in Tourism and Travel.

## Flow of the programme

A doctoral candidate must typically go through the following process:

1. Fill application attached send it with a Demand Draft of Rs. 1000 (Rs. 500 for SC/ ST and PH) drawn in favour of **Director-IITTM**, payable at Gwalior. **The last date for filling application for the Academic Session 2013-14 is May 3, 2013.**

2. Write entrance test for enrolment to the programme or must produce evidence of having cleared UGC-NET / SLET/ GATE/ CSIR exam. Write entrance exam on **May 12, 2013** at Indian Institute of Tourism and Travel Management, Govindpuri, Gwalior at **10.30 am**.
3. Must be shortlisted for the programme following the selection criterion as laid out in the PhD Regulation of the PTU (Weight of marks in masters' programme/ MPhil- 40%; marks in entrance examination- 40% ; and, marks in interview- 20%).
4. Candidates selected for PhD shall fill an application form for registration (Temporary Registration) and submit the same along with a fees of Rs. 10,000/- and "Form Fee" as applicable to the University through IITTM. Candidate shall also submit fees of Rs. 30,000 in favour of Director IITTM, payable at Gwalior as Tuition fees for the first Semester along with a one page note on his/ her research interest.
5. **Module 1:** Candidates will be admitted to the six month course work at Gwalior Centre. Candidates will have to participate and pass the following 3 courses:
  - a. Change, Impact and Opportunities in Tourism (Seminar)
  - b. Research Methodology
  - c. Analytical Tool for Research (Laboratory)

Besides the above course, IITTM would organise regular seminars by visiting experts. Candidates must participate in at least 80% of these courses.
6. Having completed Module 1 Institute will allot faculty to the candidates based on their research interest/ supervisors research expertise and considering the IITTM centre (Gwalior, Delhi, Bhubaneswar, Goa or Nellore) of choice for pursuing research. If need arises institute may suggest a Co-supervisor from amongst the recognised supervisors.
7. **Module 2:** During the second module of six month duration, candidate would:
  - a. Review literature (thorough to establish, need for study, methodologies, limitation, crystallize the research topic, etc.)
    - i. Make at least one mid-term presentation about the progress (internal)
  - b. Submit a detailed research proposal
    - i. Will make a presentation on the proposed research before experts at a seminar organised for the purpose.
    - ii. Based on the feedback, shall submit the proposal.
8. Once approved (within 18 months of temporary registration) by RDC (Research Degree Committee) the candidate will be registered for PhD.
9. **Module 3:** This is a 3 semester module when the candidate would carry out necessary research and present it as a thesis.
  - a. Candidate must publish at least two papers co-authored with the supervisor/supervisors and must participate in at least two national level conference during this period.
  - b. Ideally, scholar must carry out research/ field work for one year and devote last six months for writing the thesis.
10. Candidate is expected to submit an Annual Progress Report to the office of Dean (Research) through Supervisor latest by March 31<sup>st</sup> every year.
11. For operational details please refer to the PhD regulation of the Punjab Technical University (PTU).

## Expectations from candidates

Most IITTM faculty and centres normally carry out research/ consultancy projects sponsored by different agencies. Research scholars are expected to support their supervisors in such activities. Research candidates may be financially supported out of project funding as per rules of the sponsoring/ funding agencies.

As all research scholars are expected to take up teaching career, they would be allowed necessary opportunity to teach at IITTM programmes. However, they may not teach during the first semester when they go through the coursework. They may be compensated for such teaching work.

Candidates registered for the programme shall have access to IITTM facilities- library, laboratories, etc. at different centres.

## Fees

The fees schedule is as given below.

	To PTU	To IITTM	Total
1. Admission/ Registration	Rs. 10,000		Rs. 10,000
2. Semester I	(Annual fee) Rs. 5000	Rs. 35,500	Rs. 40,500
3. Semester II		Rs. 20,000	Rs. 20,000
4. Semester III	(Annual fee) Rs. 5000	Rs.15,000	Rs. 20,000
5. Semester IV		Rs.10,000	Rs. 10,000
6. Semester V	(Annual fee) Rs. 5000	Rs. 10,000	Rs. 15,000
7. Subsequent semesters		(Each) Rs. 5,000	(Each) Rs. 5,000
8. Submission Thesis evaluation	Rs. 15,000		Rs. 15,000
9. Extended years			
Sixth year	Rs. 10,000	5,000	Rs. 15,000
Seventh year	Rs. 15,000	5,000	Rs. 20,000

- Semester I fees includes refundable caution money deposit of Rs. 5,000. It also includes insurance cover for the scholar as is available to other students of the institute. Insurance cover available from the date Insurance Company underwrites the same.
- All the above fees are due at the beginning of the semester.
- All fees must be paid to IITTM who would collect and transfer the necessary component to PTU.
- Hostel and mess fees would be charged if such facility is offered.
- For late fees, fines, re-registration fees, delay fees, topic modification fees, etc. please refer to the PhD Regulations of PTU.

## Research Supervisors

IITTM has professionally qualified and experienced supervisors to guide candidates who have enrolled for the PhD programme. Supervisors are available at different centres of IITTM :

### Gwalior

1. Prof. Sandeep Kulshrestha
2. Prof. Nimit Chowdhary
3. Dr. Monika Prakash
4. Dr. Saurabh Dixit
5. Dr. Jaswinder Singh
6. Dr. Kamakshi Maheshwari
7. Dr. Sundararaman

### Goa

1. Dr. S. Babu. S.

### Bhubaneswar

1. Dr. Sarat Lenka
2. Dr. Mohd. Sabir Hussain
3. Dr. Adyasha Das
4. Dr. S.N. Biswas
5. Dr. Swajan

### New Delhi

1. Dr. Pawan Gupta
2. Dr. Charusheela Yadav

### Nellore

1. Dr. P. Sarvanan

## Resource Persons

Programme creates a rendezvous' for discussing tourism related research. IITTM as leading centre for tourism education attracts tourism academics and researchers to its campuses. Following experts shared their knowledge with our research scholars during last academic session:

1. Prof. Yogesh Upadhyay, Pro- Vice Chancellor, ITM University
2. Dr. R.N. Pandey, Addl. Director General, Market Research Division, Ministry of Tourism, New Delhi
3. Dr. Shalini Singh, Brock University, Canada
4. Prof. B.K. Bali, HP University, Shimla
5. Prof. C.P. Gupta, Delhi University, Delhi
6. Dr. Raj Agarwal, Director, CDE, AIMA, New Delhi
7. Prof. J.P. Verma, LNUPE, Gwalior
8. Prof. S.S. Bhakar, Director, PIMGR, Gwalior
9. Dr. Saurabh Agarwal, HBTI, Kanpur
10. Dr. Manoj Dash, ABV-IIITM, Gwalior
11. Dr. Ritu Mathur, Director (Research), MDS University, Ajmer
12. Dr. Sonal Sisodia, IIPM, Indore
13. Dr. Aditi Chawnani, Director, Equations, Bangalore

## For any queries

Prof. Nimit Chowdhary  
Chairman (PhD Programme)  
Indian Institute of Tourism and Travel Management  
Govindpuri  
Gwalior 474011 (MP) India  
Phone: +91.751.2345823  
Fax: +91.751.2344054  
Email: [iittm@sancharnet.in](mailto:iittm@sancharnet.in)  
URL: [www.iittm.org](http://www.iittm.org)

Code of course and semester	PhD 101
Name of course	<b>Change, impact and opportunities in tourism (Seminar)</b>
What is the role of proposed learning for the scholars?	<p>The purpose of this course is twofold. One the course envisages raking debates on contemporary issues in tourism. This first semester course intends to expose learners to issues which can help them choosing a subject for further research.</p> <p>As the learners intend to pursue teaching, research and training careers, this course intends to expose them to relevant pedagogical tools.</p> <p>The course would be organised as a basket of didactic interventions that would allow learners organise academic activities besides discussing current issues in tourism.</p>
Text book/s	No specific texts recommended
Evaluation	Continuous evaluation based through the semester
Attendance requirements	A scholar must put in at least 75 % attendance. Director IITTM shall have the discretion to waive off attendance requirements up to 10% on grounds of ill-health and other unforeseen special circumstances.

#### List of interventions

1	Seminar on selected themes
2	Group discussion on topical themes
3	Defining concepts exercise
4	Review of literature on selected themes
5	Book review
6	Review of papers submitted to IJ T&T
7	Reference/ citation correction for papers submitted to IJ T&T

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8 Developing teaching plans and teaching material

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9 Case writing workshop

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10 Technical paper writing workshop

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11 Organising academic events

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Code of course and semester	PhD 102
Name of course	<b>Research Methodology</b>
What is the role of proposed learning in managing businesses?	The purpose of this course is to enable learners conduct business research. This course will introduce the learners to the concepts of research, introduce them to tools and examine some elementary statistical concepts. Having completed this course, learners can use research to investigate problems during their summer internships/ write end of the programme technical essays. There will be inputs on MS Excel.
Text book/s	Singh Kultar (2007). <i>Quantitative Social Research Methods</i> . New Delhi: Sage Publication. Chandan, J.S. (1998). <i>Statistics for Business and Economics</i> . New Delhi: Vikas Publishing House Pvt. Ltd.
Reference books	Gaur, A.S. and Gaur, S.S. (2006). <i>Statistical Methods for Practice and Research</i> . New Delhi: Response books. Walliman, Nicholas (2006). <i>Social Research Methods</i> . New Delhi: Sage Publications. Brunt, P. (1007). <i>Market Research in Travel and Tourism</i> . UK: Butterworth- Heinmann. (L)
Evaluation	One midterm exam (50%). Semester-end exam (50%)
Attendance requirements	A scholar must put in at least 75 % attendance. Director IITTM shall have the discretion to waive off attendance requirements up to 10% on grounds of ill-health and other unforeseen special circumstances.

Unit I

**Fundamentals of statistics:** Descriptive Statistics: Measures of Central



tendency and dispersion, Index numbers and time series; Correlation analysis and regression analysis; Introduction to probability distribution.

Unit II      **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 III      **Doing research:** Sampling; methods of data collection; tools of data collection including construction of schedules and questionnaires, scales; field-work.

Unit IV      **Tools:** Processing of data, statistical analysis of data- descriptive statistics, multivariate analysis, hypothesis testing; introduction to some common statistical tools used in business research.

Unit V      **Report presentation:** Types of report; planning report writing; research report format; documentation- footnotes and bibliography; writing and typing a report.

Code of course and semester	PhD 103
Name of course	<b>Analytical Tools for Research ( Laboratory)</b>
What is the role of proposed learning in managing businesses?	<p>The purpose of this course is to allow learners hand on practice of using standard statistical tools for research. Learners would appreciate the importance of tools and situations in which these tools may be used.</p> <p>Learners would also be able to use standard software for analysis and would be able to interpret results.</p> <p>There will be inputs on MS Excel, SPSS, etc.</p>
Text book/s	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.

Evaluation	Continuous evaluation through the semester.
Attendance requirements	A scholar must put in at least 75 % attendance. Director IITTM shall have the discretion to waive off attendance requirements up to 10% on grounds of ill-health and other unforeseen special circumstances.

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 test
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 modelling
13	I-P-A



**Indian Institute of Tourism and Travel Management,  
Gwalior**

**IITTM-PTU Joint PhD programme (Tourism and Travel)**

Application

Details of the fees deposited

Name of the \_\_\_\_\_ Date: \_\_\_\_\_  
Bank

Amount 1,000/- Rs. One thousand only

Attach a Demand Draft in favour of 'Director-IITTM' payable at Gwalior

1 Name \_\_\_\_\_

2 Father's name \_\_\_\_\_

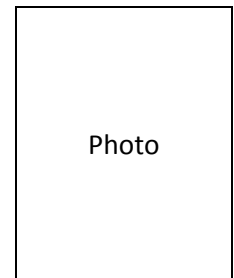
3 Mother's name \_\_\_\_\_

4 Date of Birth \_\_\_\_\_

5 Address (for  
correspondence) \_\_\_\_\_  
\_\_\_\_\_

Email \_\_\_\_\_

Phone (Mobile) \_\_\_\_\_



6 Educational Back ground

	<i>Year</i>	<i>Institution</i>	<i>Result</i>	<i>Remarks</i>
Graduation				
Post Graduation				
MPhil				

7 Details of NET Exam

<i>Year</i>	<i>UGC Reference No.</i>	<i>Roll No.</i>

8 Employment details

<i>Position</i>	<i>Organisation</i>	<i>Period</i>

Date: \_\_\_\_\_

Place: \_\_\_\_\_

*Signature of the candidate*

( Retain a copy of this application as admit card)

Please attach the photocopy of following documents:

1. Proof of age
2. Post graduation degree/ mark-sheet
3. MPhil degree/ mark-sheet
4. Certificate to substantiate claim of reservation in case of SC/ST/ OBC/ PH

Bring original documents at the time of interview.

**Date and venue of examination**

**Examination time and date**

10.00 am on Sunday, May 12, 2013

**Examination centre**

Indian Institute of Tourism and Travel Management,  
Govindpuri, Gwalior

**Submit completed application to:**

Chairman (PhD Programme)  
Indian Institute of Tourism and  
Travel Management  
Govindpuri  
Gwalior 474011 (MP) India