



## Admission Examination Outline

### Doctor of Philosophy in Tourism Management

**Examination Mode:** Written Examination (close-book); Oral Interview

**Exam paper structure:** Essay questions and/or case study analysis

**Time Limit:** 2 hours for the written examination

**Language:** English and Chinese

#### **Scope of the Examination:**

1. Tourism, leisure, and hospitality as concepts
2. Consumer behavior for tourism and hospitality
3. Measuring, and modeling tourism demand and supply
4. The impacts of tourism
5. Tourism research method
6. Sustainable tourism development
7. Tourism development and planning
8. Sub-sectors of tourism and leisure industry
9. Service management in hospitality industry
10. MICE industry and its development
11. Tourism and hospitality marketing
12. Smart tourism in 21<sup>st</sup> century
13. Regional hotspot issues in tourism and hospitality industry

#### **Books for Reference:**

- *Tourism Theories, Concepts and Models*, By Bob McKercher and Bruce Prideaux, Goodfellow, 2020
- *In Search of Hospitality: Theoretical Perspectives and Debates*, Edited by Conrad Lashley and Alison Morrison, Taylor & Francis, 2015
- *Introduction to Hospitality*, By John Walker, Pearson, 2017



## **Guideline for writing doctoral research proposal:**

### **What is a PhD proposal?**

A PhD proposal is an outline of your proposed project that is designed to:

- Define a clear question and approach to answering it
- Highlight its originality and/or significance
- Explain how it adds to, develops (or challenges) existing literature in the field

### **How long should my proposal be?**

1,000 to 2,000 words, excluding references

### **What should I include in my proposal?**

- Title page – **ONLY** the proposed title of your project
- An abstract – a concise statement of your intended research
- Problem statement – a detailed statement of the problem that is to be studied and the context within which it is to be seen. This should include a justification of the importance of the problem on theoretical ground.
- Research questions – central aims and questions that will guide your research
- Research significance – demonstrate the originality of your intended research
- Literature review – the research context. This section discusses the most important theories, models and texts that surround and influence your research questions, conveying your understanding and awareness of the key issues and debates. It should also focus on the theoretical and practical knowledge gaps that your work aims to address, as this ultimately justifies and provides the motivation for your project.
- Research methods – the overall approach and practical steps you will take to answer your research questions. What tools and procedures will you use (e.g. surveys, interviews, observations, experiments) to collect and analyze data? Why are these the best methods to answer your research questions?
- Bibliography – a list of references that you have made throughout your research proposal. Please use the **APA** style.