Ph.D. in Hospitality & Tourism Studies (3 Years)  
2,50,000 Fees Per Annum

Scheme of Examinations:

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Methodology for Hospitality & Tourism Research Paper-1
Max. Marks: 50
Workshop: 50
Time: 3 Hours

Unit – I
Meaning, significance & types of research in Hospitality & Tourism; characteristics of good research; identification and formulation of research problems; setting research objectives; hypothesis: meaning, types, need and formulation; importance and format of review of literature.

Unit – II
Business research design: exploratory, descriptive, diagnostic & experimental studies; Universe, survey, population & sample; sample size; meaning and types of sampling; sampling error; Drafting of the research proposal.

Unit – III
Measurement & scaling techniques: nominal, ordinal, interval, ratio scale; Scales — Arbitrary scale, Differential Scale or L.L Thrustone Types Scale,; Summated Scale or Likert Type Scale; Cumulative Scale or Guttman’s Type Scalogram. Equal interval scale, Multi Dimensional scaling; meaning and types of data; data collection methods – observation, survey and interview; questionnaire design; reliability and validity of questionnaire.

Unit – IV
Editing, coding, classification and tabulation of data, Use of Software & Computer in tabulation; methods of data presentation; interpretation of results; report writing purpose, steps and format of research report; final presentation of the research report; idea of referencing, bibliography, footnotes and end notes

Note: The external examiner shall set a total eight questions covering the entire syllabus. The candidate shall be required to attempt any five questions selecting at least one question from each unit.

Suggested Readings:

1. Donald Cooper and Pamela Schindler, Business Research Methods, Tata McGraw Hill.

Pre PhD (Hotel & Tourism Management)/URS
Interdisciplinary Approaches in Hospitality & Tourism-Paper-II

Max. Marks: 50
Workshop : 50
Time: 3 Hours

Supervisor will choose any Two Modules for the Student:

1. Culinary Services in Hospitality & Tourism
   Understanding Concept of Culinary Practices and Relation between Culinary, Tourism & Hospitality
   Cuisine of India – Major Ingredients, Dishes and broad overview
   Cuisine of Haryana – Major Delicacies & role of Ingredients
   HACCP Certification

2. Economics & Tourism
   Understanding Concept of Economics and Relation between Economics, Tourism & Hospitality
   Multiplier Effect and Leakages
   Global Economical Trends in Reference to Hospitality & Tourism
   Role of Organisation in Promoting Destinations UNWTO, UNDP, UNESCO, IATA, PATA

3. Emerging Trends in Hospitality
   Understanding the New Trends in Hospitality
   New forms of Hotels and Accommodation
   Contemporary Issues in Reference to Hospitality & Tourism Operations

4. Emerging Trends in Tourism
   Understanding the New Trends in Tourism
   New forms of Tourism: Role, Merits & De Merits
   Contemporary Issues in Reference to Tourism Operations

5. Environment and Hospitality/Tourism
   Understanding Concept of Environment and Relation between Environment, Tourism & Hospitality
   Legal Aspects – Agenda & Guidelines in this regard of UNWTO, MOT (GOI)
   Sustainable forms of Tourism – Eco, Green, farm, Responsible, Rural
   Certifications: Ecotel, Green Globe
6. Health & Tourism
Introduction of Health & Medical Tourism and Understanding relation between Health, Tourism & Hospitality
Legal Aspects – Agenda & Guidelines in this regard of UNWTO, MOT (GOI)
Contemporary Issues in Health Tourism

7. ICT Application in Hospitality & Tourism
Computer Applications : Introduction, Application of MS Office (Excel, Power point, Word, and Hospitality/Tourism Related Software)
Internet Applications in Hospitality & Tourism
E- Tourism

8. Indian Heritage & Tourism :
Introduction to Indian History – An Overview of Pre – History, Proto History, Ancient History, Medieval History and Modern History
Indian Heritage: Art Culture, Monuments, Museums, Art Galleries, and Historic Sites of Tourism Importance in India
Heritage Hotels in India: Classification & Overview.

9. Management, Hospitality & Tourism
Introduction to Management – Concepts & Definitions
HR & Trends in HRM in Hospitality & Tourism.
OB Challenges, Opportunities, Responses to Global and Cultural Diversity, Personality Attitudes, Perception, Learning.
Entrepreneurship in Hospitality & Tourism
Learning & Development in Hospitality & Tourism Business

10. Marketing in Hospitality & Tourism
Understanding Marketing of Services in Hospitality & Tourism
Trends in Marketing in Hospitality & Tourism.
Marketing Challenges, Opportunities, Responses to Global Competition & Markets.
Branding & Case Studies of Incredible India, ITDC, Taj Group of Hotels, ITC Hotels, Oberoi Hotels, Haryana Tourism, HPTDC, Gujarat Tourism, Goa Tourism, M.P Tourism

11. Operations & Management in Hospitality
Introduction to Hospitality – Concepts & Definitions
Front Office Operations : Role, Scope & Challenges
Housekeeping Operations : Tasks, Functions & Challenges
Food & Beverage Services: Role, Scope & Challenges
Food Production: Tasks, Functions & Challenges

12. Operations & Management in Tourism
Introduction to Tourism – Concepts & Definitions
Tour & Travel Operations : Role, Scope & Challenges
Travel Agency Operations : Tasks, Functions & Challenges
Airline Services: Role, Scope & Challenges
Guide & Escorting Services: Tasks, Functions & Challenges

13. Psychology and Tourist/ Guest Behaviour
Understanding Tourism & Guest Psychology
Tourist Decision Making
Individual Determinants of Tourism – Perception, Motivation
Personality & Learning
Social Determinants of Tourism – Groups, Society & Culture

14. Sociological Impacts of Tourism
Understanding Tourism & Society
Impact of Tourism on Society
Social Events & Impacts
Guest Host Relations – Doxy Irridex

15. Sports, Hospitality & Tourism
Sports, Hospitality & Tourism : Concept & Linkages
Adventure Sports : Water, Aero, Winter & Others

Note: The examiner shall set a total eight questions covering the syllabus from Two Modules as offered to the Candidate. The candidate shall be required to attempt any five questions selecting at least two questions from each module.

Literature Review
Paper-III
Review of Published work: 50
Assignments: 50

Each scholar will be required to give a presentation to a Board of Examiners nominated by Director, IHTM on the recommendations of P.G. Board of Studies, on an area of contemporary issues in management allotted to him/her by the institute. The scholar will be required to study the relevant literature on the allotted topic/area and prepare a comprehensive presentation a copy which will be submitted to the institute at least one week before the schedule date of presentation. The scholar will be evaluated on the basis of oral presentation (25 marks) as well as written assignment (25 marks)

Seminar Presentation
Paper-IV
Qualifying Exam

Paper no IV, Seminar Presentation shall be qualifying Exam and the Candidate shall be attending and presenting paper in one National / International Conference/Seminar of Repute. The candidate shall be submitting supporting document forwarded by Supervisor/ Teacher Assigned.