

For Ph.D. course work in Hotel & Tourism
(w.e.f 2026-27)

Duration: One Semester (Six months)

Total Credit requirement: 12 credits

Program Structure: Ph.D. course work in Hotel & Tourism

SEMESTER 1						
Course Code	Nomenclature of Course	Theory marks (end semester examination)	Internal Assessment marks	Maximum marks	Hours /Week	Credits
23HTMPH11C1 (Compulsory for all Ph.D. Course work)	Research Methodology	70	30	100	4	4
23CCPH11C1 (Compulsory for all Ph.D. Course work)*	Research and Publication Ethics	35	15	50	2	2
23HTMPH11C3	Interdisciplinary Approaches in Hospitality & Tourism	70	30	100	4	4
23HTMPH11C4	Quantitative Techniques and Computer Applications	35	15	50	2	2
Total marks/Credits				350		12

Note:

- The compulsory course on 'Research and Publication Ethics' shall be offered by Ch. Ranbir Singh Institute of Social and Economic Change for all UTDs/Centres/Institutes passed vide Resolution No.27 of the 271st meeting of EC held on 29.7.2020.
 - Coding for nomenclature of courses shall be in the following sequence:
Academic Year of introduction-Program Code-1st year/2nd year-Semester-Course Number
 - Each Course shall have an internal assessment of 30%. It shall comprise of two written assignments (7.5% each) and two presentations (7.5% each). The concerned teacher/Head of the Department shall maintain the record for at least six months after the declaration of results.
- * Course code shall be as notified Centrally for this paper.

Template for Ph.D. Course Work syllabus

Name of the Program	Ph.D. Course work in Hotel & Tourism Management	Program Code	HTMPH
Name of the Course	Research Methodology	Course Code	26HTMPH11C1
Hours/Week	4	Credits	4
Max. Marks.	70	Time	3 Hours
Note: The examiner has to set a total of nine questions (two from each unit and one compulsory question consisting of short answer from all units. The candidate has to attempt one question each from each unit along the compulsory question (5 x 14 = 70 marks)			
Course Objectives: 1. To apprehend the concept of research in Hospitality & Tourism 2. To acquaint students with various research designs 3. To familiarize students with various types of scales 4. To comprehend data handling 5. To know about preparation of research report			
Course Outcomes: 1. Able to understand the concept of research in Hospitality & Tourism 2. Know about various research designs 3. Acquire knowledge about various types of scales 4. Handle research data 5. Able to prepare research report			
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.			
References: 1. Cooper, D. and Schindler, P. (2000), <i>Business Research Methods</i>, Tata McGraw Hill.			

2. Churchill, G. A. and Lacobucci, D. (1999). *Marketing Research: Methodological Foundations*, South Western Educational Publishing.
3. McBurney and Donald, H. (2006), *Research Methods*, Wadsworth Publishing.

Name of the Program	Ph.D. Course work in Hotel & Tourism Management	Program Code	HTMPH
Name of the Course	Research and Publication Ethics	Course Code	26MPCC1 or as notified Centrally
Hours/Week	2	Credits	2
Max. Marks.	35	Time	3 Hours
Note: The examiner has to set a total of nine questions (two from each unit and one compulsory question consisting of short answer from all units. The candidate has to attempt one question each from each unit along the compulsory question (5 x 7 = 35 marks)			
The compulsory course on ‘Research and Publication Ethics’ shall be offered by Ch. Ranbir Singh Institute of Social and Economic Change for all UTDs/Centres/Institutes passed vide Resolution No. 27 of the 271st meeting of EC held on 29.7.2020.			

Name of the Program	Ph.D. Course work in Hotel & Tourism Management	Program Code	HTMPH
Name of the Course	Interdisciplinary Approaches in Hospitality & Tourism	Course Code	26HTMPH11C3
Hours/Week	4	Credits	4
Max. Marks.	70	Time	3 Hours
Note: The examiner has to set a total of nine questions (two from each unit and one compulsory question consisting of short answer from all units. The candidate has to attempt one question each from each unit along the compulsory question (5 x 14 = 70 marks)			
Course Objectives:			
1. To learn the concept of Hospitality 2. To acquire knowledge about Tourism 3. To make clear understanding of management of Hospitality & Tourism 4. To comprehend role of various organisations for the industry			
Course Outcomes:			
1. Understand the concept of Hospitality 2. Comprehend about the phenomenon of tourism 3. Acquire knowledge about management of Hospitality & Tourism operations 4. Appreciate role of various organisations for the industry			
Unit - I			
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			

Emerging Trends in Hospitality Understanding the New Trends in Hospitality New forms of Hotels and Accommodation Contemporary Issues in Reference to Hospitality & Tourism Operations
Unit - II
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 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
Unit - III
Management in Hospitality & Tourism Introduction to Management – Concepts & Definitions Understanding Marketing of Services in Hospitality & Tourism Trends in Marketing in Hospitality & Tourism. 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
Unit - IV
Global Economic Trends in Reference to Hospitality & Tourism Role of Organisation in Promoting Destinations UNWTO, UNDP, UNESCO, IATA, PATA 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
References: 1. Martin, R. J. & Jones, T. J. (1999). Professional Management of Housekeeping Operations (II Edn.), Wiley Publications 2. Sue, B., Jeremy, H., & Pam, B. (2000) Principles of hotel front office operations, London and New York: Continuum. 3. Gisslen, W. (2014). Professional Cooking. John Wiley & Sons. 4. Payne-Palacio, J. & Theis, M. (2016). Foodservice Management: Principles and Practices, 13th Edition. Pearson Education. New York.

Name of the Program	Ph.D. Course work in Hotel & Tourism Management	Program Code	HTMPH
Name of the Course	Quantitative Techniques and Computer Applications	Course Code	26HTMPH11C4
Hours/Week	2	Credits	2
Max. Marks.	35	Time	3 Hours
The examiner has to set a total of nine questions (two from each unit and one compulsory question consisting of short answer from all units. The candidate has to attempt one question each from each unit along the compulsory question (5 x 7 = 35 marks)			
Course Objectives: 1. Explain and discuss the researcher's work (model). 2. Elucidate basic statistical concepts and tests used in academic research. 3. Demonstrate their competences in using inferential statistics and significance testing. 4. Understand and master the handling of data and employ proper analyses. 5. Use output derived from statistical procedures and converts such output to understandable statement.			
Course Outcomes: Students should be able to 1. Identify the importance of quantitative techniques in research. 2. Select an appropriate statistical technique 3. Understand bivariate and multivariate data analysis 4. Use different statistical software like SPSS, EViews etc			
Unit - I			
Descriptive and Inferential Statistics, Statistical tools for Data analysis-Univariate, Bi-Variate & Multivariate analysis, Hypothesis testing, parametric tests: t-test, z-test and F-test, Significance of non-parametric tests			
Unit - II			
Analysis of Variance (ANOVA), Analysis of Covariance (ANCOVA), Multivariate analysis of variance (MANOVA), Multivariate analysis of covariance (MANCOVA)			
Unit - III			
Correlation Analysis, Simple Linear Regression Analysis, Multiple Linear Regression Analysis, Regression with Dummy Variables, Logistic Regression			
Unit - IV			
Discriminant Analysis, Exploratory and Confirmatory Factor Analysis, Structural Equation Modelling , Path Analysis			
Note: Students are required to use statistical software's like SPSS, AMOS, EViews, RStudio, Stata, Minitab etc. while carry out multivariate techniques.			
References: 1. Malhotra, N. K., & Dash, S. (2016). <i>Marketing research: An applied orientation</i>. Pearson. 2. Gujarati, D. N. (2009). <i>Basic econometrics</i>. Tata McGraw-Hill Education. 3. Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. (2006). <i>Multivariate Data Analysis</i>: Pearson Education. <i>New Jersey: Hoboken</i>. 4. Chandan, J. S. (2009). <i>Statistics for business and economics</i>. Vikas Publishing House. 5. Gupta, S. P., & Gupta, M. P. (2007). <i>Business Statistics</i> Sultan Chand and Sons. <i>New Delhi</i>.			