

**GUIDELINES & COURSE CURRICULUM FOR**

**Pre PhD (Hotel & Tourism Management)/URS  
2012 Onwards**



**INSTITUTE OF HOTEL & TOURISM MANAGEMENT  
MAHARSHI DAYANAND UNIVERSITY – ROHTAK**

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**Pre PhD (Hotel & Tourism Management)/URS  
Guidelines for Admission**

The Admissions to Pre PhD Programme in IHTM shall be in accordance to General Guidelines as prescribed for Faculty of Management Sciences MDU except that the condition for criterion of qualification and distribution of seats would be as under:

1. The distribution of Seats for Pre PhD in IHTM would be 50 percent for Hotel Management and 50 Percent for Tourism Management against the total seats offered.
2. The Candidates possessing a degree of MHM/MSC(HM)/MBA(Hospitality) or equivalent to Masters of Hotel Management shall be exempted from weight age of NET/SLET in admission merit criterion as the same is not conducted for Hotel Management.
3. The minimum qualification to enrol for Pre Ph.D programme in Hotel & Tourism Management shall be
  - a. Masters in Hotel Management (MHM, M.Sc-HM, MHMCT, MBA(Hospitality) with minimum 55 percent marks  
or
  - b. Masters of Tourism Management {MA(Tourism), MTM, MTTM, MBA(Tourism)} with minimum 55 percent marks  
or
  - c. Approved University Teachers working in Hotel & Tourism Management in University Teaching Department/ Affiliated Colleges having a Masters Degree in Management (MBA) with minimum 55 percent marks
4. The no. of seats in URS (Hotel & Tourism Management) shall be as per MDU

**Syllabus for Entrance Test: Pre Ph.D (Hotel & Tourism Management)**

• Guest Service Management (Front Office, F&B Service)	10
• Housekeeping Operations & Management	10
• Culinary Services & Management	10
• Travel & Tourism Management	10
• Transport Systems & Management	10
• Human Resource Mgt.	10
• Marketing Management	10
• Statistical Tools for Hospitality & Tourism	10
• Researching Hospitality & Tourism Mgmt	10
• Use of Computers and Software in Hospitality & Tourism	10
Total	<u>100</u>

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### Scheme of Examinations

Paper	Name of paper	Written Examination	Workshop of published work	Assignments	Total
I	Methodology for Hospitality & Tourism Research	50	50	-	100
II	Interdisciplinary Approaches in Hospitality & Tourism	50	50	-	100
III	Literature Review	-	50	50	100
IV	Seminar Presentations	Qualifying Exam			

1. Written examinations in the paper (I) Methodology for Hospitality & Tourism Research & (II) Interdisciplinary Approaches in Hospitality & Tourism of 50 marks each shall be held at the end of the course. The question paper in each subject shall be set by the outside examiner(s) to be appointed by the Chairman, P.G.B.O.S.
2. Two workshops will be conducted in each of the paper (I) Methodology for Hospitality & Tourism Research (II) Interdisciplinary Approaches in Hospitality & Tourism above in which performance of the students will be evaluated out of 50 marks each by a panel of two examiners to be appointed by the Chairman PGBOS.
3. In paper (iii) Review of Published Research in Relevant Area of Hospitality & Tourism Management, 50 marks are allotted to presentations on the review of published research work in the relevant area of management. For the remaining 50 marks in each paper, the candidates shall be assessed on the basis of assignments to be given by the concerned teachers. The evaluation of the two components will be done by the concerned teacher.
4. Paper no IV shall be qualifying Exam and the Candidate shall be attending and presenting paper in one National / International Conference/Seminar of Repute.
5. Each student in the Pre Ph.D. course shall be assigned to a teacher on the basis of specialization/interest area and teacher's consent.
6. The qualifying marks in the each paper of the course shall be 50%. Except paper IV which shall be a qualifying paper and the candidate shall be submitting supporting document forwarded by Supervisor & Director IHTM.

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## **Methodology for Hospitality & Tourism Research Paper-1**

Max. Marks: 50

Workshop: 50

Time: 3Hours

### **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 atleast one question from each unit.

### **Suggested Readings:**

1. Donald Cooper and Pamela Schindler, *Business Research Methods*, Tata McGraw Hill.
2. Gilbert A. Churchill and Dawn Lacobucci, *Marketing Research: Methodological Foundations*, South Western Educational Publishing.
3. McBurney and Donald H, *Research Methods*, Wadsworth Publishing.

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**Interdisciplinary Approaches in Hospitality & Tourism  
Paper-II**

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

**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
- Case Studies : Olympics 2008, 2012, Common Wealth Games – India 2010

**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 atleast two questions from each module.

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#### **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 atleast 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)

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**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.