

Ph.D Programme (Hotel & Tourism Management)

The PhD programme in Institute of Hotel & Tourism Management, M.D University Rohtak was launched in 2013. The details regarding Eligibility, Entrance test and related information is available in the Prospectus of PhD on the University website www.mdurohtak.ac.in

PhD (Hotel & Tourism Management)/URS w.e.f session 2017-18 onwards Scheme of Examinations

Paper	Name of paper	Written Examination	Workshop of published work	Assignments	Total
17 HTM PC1	Methodology for Hospitality & Tourism Research	50	50	-	100
17 HTM PC2	Interdisciplinary Approaches in Hospitality & Tourism	50	50	-	100
17 HTM PC3	Literature Review	-	50	50	100
17 HTM PC4	Seminar Presentations	Qualifying Exam			

Programme Outcomes:

Upon completion of Ph.D in Hotel & Tourism Management the candidates shall be able to:

- PSO1 conduct quality research in hospitality & tourism and disseminate it to scholarly and other audiences;
- PSO2 teach others, inside or outside the classroom;
- PSO3 engage in hospitality, tourism & allied services
- PSO4 outreach that enhances scholarship and its public impact;
- PSO5 excel in a variety of institutional settings, including universities, industry and government research labs, and think tanks.

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 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.

17 HTM PC1 – Methodology for Hospitality & Tourism Research

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

Course Outcomes:

By the end of the course, students should be able to:

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| CO1 | Design appropriate research strategies to investigate problems related to tourism and hospitality management. |
| CO2 | Critically review research that has been conducted in tourism and hospitality. |
| CO3 | Develop research instruments suitable for collecting data in the tourism and hospitality environments, conduct and interpret basic analysis of quantitative research data |
| CO4 | Report research findings in a format appropriate for tourism and hospitality management audiences. |

Unit – I

Meaning, significance & types of research in Hospitality & Tourism; characteristics of good
PhD (Hotel & Tourism Management)/URS MD University Rohtak

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.

17 HTM PC2 – Interdisciplinary Approaches to Hospitality & Tourism

Max. Marks: 50

Workshop: 50

Time: 3Hours

Course Outcomes:

By the end of the course, students should be able to:

- CO1 Develop a systematic critical awareness of current issues in the hospitality & tourism sector from module specific domains such as culinary, economic, marketing, organizational, political and socio-cultural perspectives and Analytically apply relevant knowledge to a range of complex situations taking account of their relationship and interaction with areas of business and industry;
- CO2 Examine the critical interface between policy-makers and managers, and the implications on ethics and sustainability in hospitality & tourism;
- CO3 Advance a critical appreciation of the complex multifaceted and interdisciplinary nature of the subject domain and enhance the ability to apply understanding of theories to complex issues systematically;
- CO4 Develop a critical and comprehensive appreciation of the knowledge and research skills acquired to design and conduct an independent research that provides logical and coherent arguments to support research findings and conclusions and offer originality in the application of knowledge.

In this 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 at least two questions from each module.

17 HTM PC3 – Literature Review

Review of Published work: 50
Assignments: 50

Course Outcomes:

By the end of the course, students should be able to:

- CO1 Demonstrate coherent and advanced knowledge within the discipline related to the context of research principles and methods
- CO2 Apply critical thinking and judgment to new ideas and technical skills in research design
- CO3 Undertake research and scholarship with initiative, judgment and independence to adapt knowledge and skills in diverse contexts.
- CO4 Develop a review article on a topic of research work on hospitality & tourism

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)

17 HTM PC4 – Seminar Presentations

Qualifying Exam

Course Outcomes: By the end of the course, students should be able to:

- CO1 Present a paper in a Seminar of National International Repute in relevant Discipline
- CO2 Present his/ her Knowledge & Understanding, Cognitive Thinking Skills and Practical Skills
- CO3 Undertake research and scholarship with effective research methodology and presentation skills.
- CO4 Develop a presentation skills and formal grooming standards in context of hospitality & tourism

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.