

RIMT University
School of Hospitality & Management
Pattern of Course Work for Ph.D Programme in Hotel Management
& Tourism

Name of Course		Contact Hours/Week			Credit	Evaluation Scheme (% of Total Marks)			Exam Duration (Hours)
Code	Title	L	T	P		Workshop Marks	End Term Exam	Total	
PHDHMT 1101	Methodology for Hospitality & Tourism Research	5	0	0	5	40	60	100	3 hrs.
PHDHMT 1102	Interdisciplinary Approaches in Hospitality & Tourism	5	0	0	5	40	60	100	3 hrs..
PHDHMT 1102	Literature Review	-	-	-	3	100		100	
PHDHMT 1104	Seminar Presentations	-	-	-	2	Qualifying			

1. Written examinations in the paper-I Methodology for Hospitality & Tourism Research & Paper-II Interdisciplinary Approaches in Hospitality & Tourism of 60 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 & Paper-II Interdisciplinary Approaches in Hospitality & Tourism above in which performance of the students will be evaluated out of 40 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 and 50 marks are for assignments.
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

Paper-I Methodology for Hospitality & Tourism Research

Workshop Marks: 40
End Term Exam: 60
Duration of Exam; 3 Hrs

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.

PhD (Hotel & Tourism Management)/URS

Paper-II Interdisciplinary Approaches in Hospitality & Tourism

Workshop Marks: 40
End Term Exam: 60
Duration of Exam; 3 Hrs

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 & DeMerits
 - 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, GreenGlobe
- 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 Behavior

- 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.

Paper-III Literature Review

Review of Published work: 50
Assignments: 50

Each scholar will be required to give a presentation to a Board of Examiners nominated by Director, 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 (25marks)

Paper-IV Seminar Presentation (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.