

**SYLLABI AND SCHEME OF EXAMINATION
FOR PH.D COURSE WORK (HTM)
W.E.F. SESSION 2025-26**

Department of Hotel & Tourism Management



(Established under State legislature Act 29 of 2013)

Ph. D Course work (HTM) w.e.f. the session 2025-26

The Ph.D Coursework (HTM) will be a one semester course. There will be four compulsory papers mentioned as follows:

Outline of the Course	Nomenclature of the Course	Course Code	Credit Total (L+T+P)	Marks (Theory+ Internal Assessment/Workshop)
Compulsory Course	Research Methodology	25L8.0-HTM-101	4(4+0+0)	100 (70 Theory+30 IA)
Elective Course	1.Interdisciplinary Approaches in Hospitality &Tourism 2.Research Techniques and Computer Applications 3.Hospitality Marketing	25L8.0-HTM-102A/B/C	4(4+0+0)	100 (70 Theory+30 IA)
Compulsory Course	Research and Publication Ethics	25L8.0-RPE-103	2(2+0+0)	50 (40 Theory+10 IA)
Compulsory Course	Review of Literature and Seminar	25L8.0-HTM-104	2(2+0+0)	50 (Internal)

Template for Ph.D. Course Work syllabus

Name of the Program	Ph.D. Course work in Hotel & Tourism Management	Program Code	HTM
Name of the Course	Research Methodology	Course Code	25L8.0-HTM-101
Hours/Week	4	Credits	4
Max. Marks.	100 (70 Theory+30 IA)	Time	3 Hours
Note: The Examine shall set 09 questions in all covering the whole syllabus. Question No. 1 will be compulsory covering all the units and shall carry 07 small questions of 02 marks each. The rest 08 questions will be from all the four units and candidate shall attempt any 04 questions selecting one from each unit. All question shall carry 14 marks each.			
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). <i>Marketing Research: Methodological Foundations</i>, South Western Educational Publishing. 3. McBurney and Donald, H. (2006), <i>Research Methods</i>, Wadsworth Publishing.
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Name of the Program	Ph.D. Course work in Hotel & Tourism Management	Program Code	HTM
Name of the Course	Interdisciplinary Approaches in Hospitality & Tourism	Course Code	25L8.0-HTM-102/A
Hours/Week	4	Credits	4
Max. Marks.	100 (70 Theory+30 IA)	Time	3 Hours
Note: The Examine shall set 09 questions in all covering the whole syllabus. Question No. 1 will be compulsory covering all the units and shall carry 07 small questions of 02 marks each. The rest 08 questions will be from all the four units and candidate shall attempt any 04 questions selecting one from each unit. All questions shall carry 14 marks each.			
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	HTM
Name of the Course	Research Techniques and Computer Applications	Course Code	25L8.0-HTM-102/B
Hours/Week	04	Credits	04
Max. Marks.	100 (70Theory+30 IA)	Time	3 Hours
Note: The Examine shall set 09 questions in all covering the whole syllabus. Question No. 1 will be compulsory covering all the units and shall carry 07 small questions of 02 marks each. The rest 08 questions will be from all the four units and candidate shall attempt any 04 questions selecting one from each unit. All questions shall carry 14 marks each.			
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: 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. Analysis of Variance (ANOVA), Analysis of Covariance (ANCOVA), Multivariate analysis of variance (MANOVA), Multivariate analysis of covariance (MANCOVA)			
Unit - II			
Correlation Analysis, Simple Linear Regression Analysis, Multiple Linear Regression Analysis, Regression with Dummy Variables, Logistic Regression. Discriminant Analysis, Exploratory and Confirmatory Factor Analysis, Structural Equation Modelling , Path Analysis			
Unit - III			
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			
Unit - IV			
Computer Based Applications Reference Management: Introduction to Zotero, Mendley, Citavi and Connected papers. Quantative Data Analysis: Introduction SPSS, Excel, R and JASP. Qualitative Data Analysis: NVivo, ATLAS.ti and MAXQDA.			
References: 1. Malhotra, N. K., & Dash, S. (2016). Marketing research: An applied orientation. Pearson. 2. Gujarati, D. N. (2009). Basic econometrics. Tata McGraw-Hill Education. 3. Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. (2006). Multivariate			

Data Analysis: Pearson Education. New Jersey: Hoboken.

4. Chandan, J. S. (2009). Statistics for business and economics. Vikas Publishing House.

5. Gupta, S. P., & Gupta, M. P. (2007). Business Statistics Sultan Chand and Sons. New Delhi.

Name of the Program	Ph.D. Course work in Hotel & Tourism Management	Program Code	HTM
Name of the Course	Hospitality Marketing	Course Code	25L8.0-HTM-102/C
Hours/Week	4	Credits	4
Max. Marks.	100 (70 Theory+30 IA)	Time	3 Hours
Note: The Examine shall set 09 questions in all covering the whole syllabus. Question No. 1 will be compulsory covering all the units and shall carry 07 small questions of 02 marks each. The rest 08 questions will be from all the four units and candidate shall attempt any 04 questions selecting one from each unit. All questions shall carry 14 marks each.			
Course Objectives: The students undertaking this course should be able to understand the Role and importance of sales & marketing in Hotel Operations. The students will also get the basic knowledge of changing market dynamics & consumer behavior.			
Course Outcomes: A student who successfully completes the course will be able to: 1. Practice the marketing concepts in the Hospitality sector. 2. Differentiate between sales & marketing. 3. Become responsive towards changing trends of the market. Utilize marketing tools effectively when needed.			
Unit - I			
Introduction to Hospitality Marketing • Meaning, Definition and Concept of Marketing • Nature and Scope • Features/ Characteristics • Marketing Management a) Definition b) Philosophies and pillars of Marketing management • Introduction to 7 Ps of Marketing mix • Factors affecting business environment. Changing trends of the market globally in the hospitality industry.			
Unit - II			
Consumer Behavior • Concept of Consumer Behavior • Consumer Behavior model • Consumer decision making process. • Factors affecting Consumer Behavior. a) Cultural b) Social Personal Psychological			
Unit - III			

Market Segmentation

- Definition & Need for Market Segmentation
- Basis for Segmentation –
 - a) Geographic
 - b) Demographic

Behavioral Psychographics

Hospitality Product

- Definition
- Levels of Product, Hospitality products
- Branding, Types of branding
- New Product Development, Product Life Cycle

Product Differentiation

Unit – IV**Distribution**

- Definition and Importance of Distribution system
- Channel levels of Distributions
- Intermediaries for Hospitality Industry
 - a) Travel Agents and Tour Wholesalers
 - b) Hotel Representatives
 - c) National/ Regional/ Local/ Tourist agencies
 - d) CRS/INTERNET based Reservation Systems
- Modern methods of Distribution
 - a) Franchising
 - b) Alliances etc.

Location of services

References:**Textbooks**

- Marketing for Hospitality and Tourism by Philip Kotler, Bowen and Makens, Pearson
- Hotel Marketing by S.M. Jha, Himalaya Publishing House
- Hospitality Marketing by Neil Wearne, Routledge

Reference Books

- Services Marketing by Valerie, Jo Baiter and Gremler, McGraw - Hill Education
 - Marketing & Sales Strategies for Hotels and Travel Trade, Dr. J. Negi, S Chand & Co.
- Marketing Management by VS Ramakumari, Namakumari, Sage Publications India Pvt. Ltd.

Name of the Program	Ph.D. Course work in Hotel & Tourism Management	Program Code	HTM
Name of the Course	Research and Publication Ethics	Course Code	25L8.0-RPE-103
Hours/Week	02	Credits	02
Max. Marks.	50 (40 Theory+10 IA)	Time	3 Hours
Note: The examiner will set 08 questions in all covering the entire syllabus. Each question will carry 08 marks. The student shall attempt any 05 questions.			
Course Objectives: 1.To understand the philosophy of science and ethics, research integrity and publication Ethics. 2. To identify research misconduct and predatory publications. 3.To understand indexing and citation databases, open access publications, research metrics (Citations, h-index, Impact Factor, etc.) 4. To understand the usage of various plagiarism tools.			
Course Outcomes: 1. At the end of the course, the student will have awareness about the publication ethics and Publication misconducts.			
Unit - I			
RPE 01: PHILOSOPHY AND ETHICS 1. Introduction to Philosophy: definition, nature and scope, concept, branches 2.Ethics: definition, moral philosophy, nature of moral judgment and reactions			
RPE 02: SCIENTIFIC CONDUCT 1. Ethics with respect to science and research 2. Intellectual honesty and research integrity 3. Scientific misconducts: Falsification, Fabrication and Plagiarism (FPP) 4. Redundant publications: duplicate and over lapping publications, salami slicing 5. Selective reporting and misrepresentation of data			
RPE 03: PUBLICATION ETHICS 1. Publication ethics: definition, introduction and importance 2. Best practices / standard setting initiatives and guidelines: COPE, WAME, etc. 3. Conflicts of interest 4. Publication misconduct: Definition, concept, problems that lead to unethical behavior and vice versa 5. Violation and publication ethics, authorship and contributor ship 6. Identification of publication misconduct, complaints and appeals 7. Predatory publishers and journals			
Unit – II Practice			
RPE 04: OPEN ACCESS PUBLISHING 1. Open access publications and initiatives 2. SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies 3. Software tool of identify predatory publications developed by SPPU			

4. Journals finder/journals suggestion tools viz. JANE, Elsevier Journals Finder, Springer Journals Suggester, etc.
RPE 05: PUBLICATION MISCONDUCT A. Group Discussions 1. Subject specific ethical issues, FFP, authorship 2. Conflicts of interest 3. Complaints and appeals: examples and fraud from India and abroad B. Software tools (1hrs.) 1. Use of plagiarism software like Turnitin, Urkund and other open source software tools RPE 06: DATABASE AND RESEARCH METRICS A. Database (4hrs.) 1. Indexing databases 2. Citation databases: Web of Sciences, Scopus, etc. B. Research Metrics (3hrs) 1. Impact factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score 2. Metrics: h-index, g index, i 10 index, altmetrics
References: 1. Bird, A. (2006). Philosophy of Science, Routledge 2. P.Chaddah (2018) Ethics in Competitive Research: Do not get scooped; do not get plagiarised. 3. Indian National Science Academy (INSA), Ethics in Science Education, Research and Governance (2019). 4. Beall, J (2012), Predatory publishers are corrupting open access. Nature, 489(7415), 179. 5. National Academy of Sciences, National Academy of Engineering and Institute of Medicine (2009). On being a Scientist: A guide to Responsible Conduct in Research, Third Edition, National Academic press.

Name of the Program	Ph.D. Course work in Hotel & Tourism Management	Program Code	HTM
Name of the Course	Review of Literature and Seminar	Course Code	25L8.0-HTM-104
Hours/Week	02	Credits	02
Max. Marks.	50	Time	3 Hours
For the course ‘Review of Literature and Seminar’, the students will review 25 to 30 research papers in the field of their interest and prepare a write-up. A seminar would be presented thereon. The write- up and presentation would be assessed by a committee consisting of chairperson, one faculty member and one external expert appointed by chairperson. Following aspects be adopted for Review of Literature: Contemporary Approaches/techniques for Literature Review such as Systematic Literature Review(SLR), Bibliometric Analysis, Meta Analysis. Online Resources for Research: Databases and Websites.			

Style of Referencing: APA Style, Harvard and MLA Style.

Application of MS Word and Mendeley Software in Referencing, Online Citation tools.