



Central University of Tamil Nadu
Department of Tourism and Hospitality
Management

Detailed Syllabus and Curriculum

Of

**Tourism and Hospitality Management – Doctor of
Philosophy (Ph.D.)**

(2020-23 Batch)

Ph. D in Tourism and Hospitality Management

Scheme of Examination

S. No	Course Code	Name of the Course	Credits	Marks			Minimum Passing Marks
				CIA	ESE	Total	
I Semester							
1.	TRM-01	Core Course – I Research Methodology	4	40	60	100	50
2.	TRM-02	Core Course – II Hospitality Management / Tourism Management (Based on their specialization they have to choose one course)	4	40	60	100	50
3	TRS-01	Core Course – III (To be Designed by the Guide based on the Area of Research)	4	40	60	100	50
4.		Core Course – IV Thesis Viva voce	12			150 50	100
Total Marks			24	-	500	250	

Core Course I – 6 Credits

Research Methodology

Semester : ODD Semester	Course Code : TRM-01
Course Title	Research Methodology

Course Description: The course is to introduce the concept and contours of Business Research Methods. The methodology of formulation of research problems, of measurement of attitudinal/ behavioural issues, development of scales and of employing sampling is dealt. The art and science of designing and applying the different tools of data collection, data quality enhancement, tabulation and presentation, etc are presented. The culmination of any research is the Report Writing. This requires skills of analysis, interpretation, structuring, language and articulation. The mechanics of writing a dissertation are covered.

Course Objectives

1. To read and understand a variety of empirical research papers using different techniques, so as to develop awareness of possible solutions to problems that the learner may encounter as independent researchers in the future.
2. To formulate a research problem in terms of Research Question, Objectives and hypotheses and design a step-by-step approach to handle the further
3. To develop measurement tools for attitudinal/ behavioral or social/ economic /business / economic phenomena relevant to the research problem
4. To familiarize the learners with concepts and techniques of sampling and go about with sampling for a research problem
5. To design research data collection tools and using the same for data collection and to make the data thus collected properly presented fit for analysis
6. To deal with the requisites and mechanics of writing a research report with appropriate structuring, analytical reasoning, interpretative relevance and summary of major revelations so as to make a good reading

Course Outcome: The learners should be able to:

- Choose a research problem and devise a design to probe and solve it independently.
- Design Measurement tools with a fair degree of Validity and Reliability to study even phenomena for which no measures are readily available
- Decide on the appropriate sampling for research problem and go about executing the same with minimal sampling and non-sampling errors/.
- Decide the method of data collection, design the data collection tools there-for, execute the data collection work and ensure the data are fit for analysis with appropriate editing, corroboration, reduction and sanitization
- Develop a research report that fulfills the objectives set forth, answers the research questions and meets the standards of a good research report.

**RESEARCH METHODOLOGY
SYLLABUS and SCHEDULE of COVERAGE**

Areas	Time Schedule
Unit I: Research Methodology – Meaning – Purpose – Types of Business Research – Explorative and Experimental studies – Case study – Survey research – Significance of Research in Business Sciences – Ethics in business research – Steps in Research – Research Reconnaissance – Search and Review of Literature: Nature and Purpose – Identification, Selection and Formulation of Research Problem – Research Questions – Research Design – Hypothesis: Concept, Sources, and Types – Formulation of Testable Hypotheses	1 st – 2 nd Week
Unit II: Measurement in Research – Measurement Scales – Nominal, Ordinal, Interval, and Ratio Scales – From paired ordinal comparison developing Ratio scale – Important Scale construction techniques – Semantic Differential Scale construction – Construction of Likert’s Summated scale – Tests of sound measurement – Validity and its types – Reliability and measures thereof – Universality – Practicability, etc– Sources of errors in measurement and measures of control over them.	3 rd – 4 th Week
Unit III: Sampling – Principles of Sampling Theory – Types of Sampling – Probability and Non-probability sampling – Steps in Sampling – Determinants of sample size – Estimation of Sample size given certain criteria and goals – Sampling and non-sampling Errors – Measures and control.	5 th –6 th Week
Unit IV: Collection and Analysis of Data – Primary Data – Interview: Interview Schedule– Types of Interview – Questionnaire: Construction and Pre-requisites – administration – Observation: Types, Requisites and Tools – Suitability of each Mode – Pretest– Pilot study. Relevance and Mechanism, Secondary data: Nature, Sources, Desirability, and Precautions – Web sources – Opportunities and Threats – Sanitizing and Shaping up the data for analysis	7 th – 9 th week
Unit V: Processing of data – Editing – Coding – Classification – Tabulation – Analysis, and interpretation of Data, Structuring the Research Report: Chapter Format – Pagination– Using quotations – Presenting Foot-notes – Abbreviations – Presentation of tables and figures – Referencing of different types of sources – Documentation – Use and Format of appendices – Indexing – Linguistic aspects of report writing: Grammatical standards – Articulation – Lucidity – Flow – Clarity – Brevity.	10 th –12 th week

References:

1.	Scientific Social Surveys and Research	Young Pauline. V.
2.	Methods in Social Research	Goode & Hatt.
3.	Handbook of Qualitative Research	Norman K Denzin
4.	Business Research Methods	Emory William C.
5.	Thesis and Assignment Writing	Anderson
6.	Research Methods in Commerce	Amarchand D (Edr).
7.	Business Research Concepts and Practice	Earl R Babbie
8.	Methodology of Research in Social Sciences	O.R. Krishnaswami & M. Ranganatham
9.	An Introduction to Research Procedure in Social Sciences	Gopal M H.

Core Course II – 6 Credits

Tourism Management

Semester : ODD Semester	Course Code: TRM-02
Course Title	Tourism Management

Course Description: Tourism Management is aimed at providing students with the in-depth knowledge about tourism and its operations, the behaviour of tourists, trends in the tourism industry and its dynamics

Course Objectives

1. To understand the principles of tourism, its spatial, social, cultural, legal, political, employment and economic dimensions. To design tourist products and define objectives, strategies and trade policies
2. To design tourist products and define objectives, strategies and trade policies
3. To identify tourist resources and evaluate their potential.

Course Outcome: The learners should be able to:

Understand fundamentals of tourism from the management, marketing and financial perspectives.
Understanding the concepts of travel and tourism, the framework of the system, types and form of tourism as well as the impacts of tourism.

Tourism Management
SYLLABUS and SCHEDULE of COVERAGE

Areas	Time Schedule
Unit I: Tourism; an overview: Elements, Nature and Characteristics - Typology of Tourism – Classification of Tourists - Tourism network - Interdisciplinary approaches to tourism - Historical Development of Tourism - Major motivations and deterrents to travel.	1 st - 2 nd Week
Unit II: Tourism Industry; Structure and Components: Attractions – Accommodation – Activities – Transportation - F&B – Shopping - Entertainment - Infrastructure and Hospitality – Emerging areas of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc., – Ideals of Responsible Tourism - Alternate Tourism - Case Studies on International Tourism.	3 rd - 4 th Week
Unit III: Tourism Impacts - Tourism Area Life Cycle (TALC) - Doxey's Index - Demonstration Effect – Push and Pull Theory - Tourism System - Mathieson and Wall Model & Leiper's Model - Stanley Plog's Model of Destination Preferences - Demand and Supply in tourism - Tourism regulations - Present trends in Domestic and Global tourism – MNC's in Tourism Industry.	5 th -6 th Week
Unit IV: Tourism Organizations: Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association(PATA) , World Tourism &Travel Council (WTTC) - Ministry of Tourism, Govt. of India, ITDC, Department of Tourism, Govt. of Puducherry, FHRAI, IHA, IATA, TAAI, IATO.	7 th -9 th week
Unit V: Overview of Five Year Plans with special reference to Eleventh Five Year Plan for Tourism Development and Promotion, National Action Plan, National Tourism Policy - Code of conduct for safe and Sustainable Tourism for India	10 th -12 th week

References:

1.	Tourism, Principles, Practices, Philosophies, John Wiley and Sons, New Jersey.	Charles R. Goeldner & Brent Ritchie, J.R. (2006),
2.	International Tourism Management, Sterling Publishers, New Delhi	Bhatia A.K. (2001),
3.	Tourism- A Modern Synthesis, Thomson Publishers, London.	Page J. Stephen & Brunt Paul (2007)
4.	The Travel Industry, Van Nostrand Reinhold, New York.	Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989)
5.	Tourism-an introduction, Addison Wesley Longman, Essex	Ray Youell (1998),

Core Course II – 6 Credits

Hospitality Management

Semester : ODD Semester	Course Code : TRM-02
Course Title	Hospitality Management

Course Description: This course provides a general overview of hospitality management. It covers the growth and development, organization and structure, and all of the functional areas of the hospitality industry, including travel and tourism, lodging, food services, and recreation

Course Objectives

1. Providing the student with an introduction to the world of Hospitality and particularly to business as it applies to the hospitality industry.
2. Become acquainted with the social, economic and environmental context within which the hospitality industry operates
3. Understand the structure, nature and operating characteristics of the different sectors of the hospitality industry: food service, lodging and tourism
4. Be able to identify the role of managers in the hospitality industry and to highlight their principal responsibilities

Course Outcome: The learners should be able to:

Using knowledge and skills associated with problem solving, creative and critical thinking, reflection and decision making to function effectively in the classroom, community and industry.

Applying the concepts and skills necessary to achieve guest satisfaction

Conduct him/herself in a professional and ethical manner, and practice industry-defined work ethics

Hospitality Management

SYLLABUS and SCHEDULE of COVERAGE

Areas	Time Schedule
Unit I: Introduction to Hospitality Industry: Classification of Hotels - Star Rating of Hotels - Classification on the basis of size, Location, Clientele, Duration of stay, level of Service - Classification on the basis of ownership - Alternative Accommodations - Hotel Tariff Plans - Types of Guest Rooms	1 st – 2 nd Week
Unit II: Hotel Organization: Need for Organizational - Organizational charts, major departments of a hotel - Front Office, Housekeeping, Food and Beverage Service Departments, Food Production, Engineering and Maintenance, Accounts, Human Resource, Security, Sales and Marketing, Purchase etc..	3 rd – 4 th Week
Unit III: Room Reservations: Registration - Allotment of rooms - Stay, Departure - Handling FIT – GIT - Guest Services - Various Guest Services - Handling guest mail - Message Handling - Custody and control of keys - Guest paging - Safe deposit locker, left luggage handling, wake up call, Handling Guest Complaints	5 th –6 th Week
Unit IV: Evaluating hotel Performance: Methods of Measuring Hotel performance - Occupancy ratio - Average Daily rate, Average Room rate per guest - Rev PAR - Market share Index - Evaluation of hotel by Guest.	7 th –9 th week
Unit V: Yield Management: Elements of yield management, Measuring yield in the Hotel industry, benefits of yield Management, Challenges or problems in yield management.	10 th –12 th week

References:

1.	Professional Hotel Management, S. Chand, New Delhi	Jagmohan Negi (1997)
2.	Hotel Housekeeping operations and Management	G. Raghubalan & Smritee Ragubalan
3.	Hotel front office operations and Management, Oxford publication New Delhi.	Jatashankar R Tewari (2009)
4.	Hotel and Motel Management and Operations	Gray and Ligouri (2000)
5.	Hotel Front Office Training Manual	Tata McGraw Hill, Bombay.
6.	Food and Beverage Management, Pearson Education, England.	John Cousins David Foskett & Cailein Gillespie (2002)





तमिलनाडु केन्द्रीय विश्वविद्यालय

(संसद द्वारा पारित अधिनियम 2009 के अंतर्गत स्थापित)

CENTRAL UNIVERSITY OF TAMIL NADU

(Established by an Act of Parliament, 2009)

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CUTN-1(36)/COE Sec/2021-2022

April 8, 2021

NOTIFICATION

**Sub: Compulsory two Credit Course on "Research and Publication Ethics (RPE)"
for all Ph.D students – for Compliance - reg**

UGC vide its letter DO No.F.1-1/2018(Journal/CARE) December 2019 has communicated to all Central Universities that two Credit Courses for awareness about publication ethics and publication misconducts entitled "(Research and Publication Ethics (RPE))" to be made compulsory for all Ph.D students for pre-registration course work from 2020-2021.

The Academic Council at its 20th Meeting held on 19.02.2020 has recommended to implement the above UGC Guidelines for all **Ph.D students registering on or after 1st July, 2020.**

The Course Code for this compulsory two Credit Course shall be **CPE-RPE**.

A copy of the UGC Circular is enclosed for perusal and necessary compliance.

Controller of Examinations (c/c)

प्रो. एस. नागराजन / Prof. S. Nagarajan
परीक्षा नियंत्रक / Controller of Examinations
तमिलनाडु केन्द्रीय विश्वविद्यालय
Central University of Tamil Nadu
तिरुवारूर / Thiruvavur - 610 005

Encl: as above

To

All Head of the Departments
All Regular Faculty
PS to VC
PA to Registrar



ज्ञान-विज्ञान विमुक्तये

प्रो. रजनीश जैन
सचिव

Prof. Rajnish Jain
Secretary



सत्यमेव जयते

विश्वविद्यालय अनुदान आयोग
University Grants Commission

(मानव ससाधन विकास मन्त्रालय, भारत सरकार)
(Ministry of Human Resource Development, Govt. of India)

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D.O.No.F.1-1/2018(Journal/CARE)

December, 2019

Respected Sir/Madam,

University Grants Commission in its 543rd meeting held on 9th August, 2019 approved two Credit Courses for awareness about publication ethics and publication misconducts entitled "**Research and Publication Ethics (RPE)**" to be made compulsory for all Ph.D. students for pre-registration course work (attached as Annexure).

In view of the above, you are requested to ensure that the above two Credit courses may be made compulsory for all Ph.D. students for pre-registration course work undertaken in your University from the forthcoming academic session.

With regards,

Yours sincerely,

(Rajnish Jain)

TO THE VICE-CHANCELLORS OF ALL UNIVERSITIES

ANNEXURE

Course Title:

- **Research and Publication Ethics (RPE)**-Course for awareness about the publication ethics and publication misconducts.

Course Level:

- **2 Credit** course (30 hrs.)

Eligibility:

- **M.Phil., Ph.D.** students and interested faculty members (It will be made available to post graduate students at later date)

Fees:

- As per University Rules

Faculty:

- Interdisciplinary Studies

Qualifications of faculty members of the course:

- Ph.D. in relevant subject areas having more than 10 years' of teaching experience

About the course

Course Code: CPE- RPE

Overview

- This course has total 6 units focusing on basics of philosophy of science and ethics, research integrity, publication ethics. Hands-on-sessions are designed to identify research misconduct and predatory publications. Indexing and citation databases, open access publications, research metrics (citations, h-index, Impact Factor, etc.) and plagiarism tools will be introduced in this course.

Pedagogy:

- Class room teaching, guest lectures, group discussions, and practical sessions.

Evaluation

- Continuous assessment will be done through tutorials, assignments, quizzes, and group discussions. Weightage will be given for active participation. Final written examination will be conducted at the end of the course.

Course structure

- The course comprises of six modules listed in table below. Each module has 4-5 units.

Modules	Unit title	Teaching hours
Theory		
RPE 01	Philosophy and Ethics	4
RPE 02	Scientific Conduct	4
RPE 03	Publication Ethics	7
Practice		
RPE 04	Open Access Publishing	4
RPE 05	Publication Misconduct	4
RPE 06	Databases and Research Metrics	7
	Total	30

Syllabus in detail

THEORY

- **RPE 01: PHILOSOPHY AND ETHICS (3 hrs.)**
 1. Introduction to philosophy: definition, nature and scope, concept, branches
 2. Ethics: definition, moral philosophy, nature of moral judgements and reactions
- **RPE 02: SCIENTIFIC CONDUCT (5hrs.)**
 1. Ethics with respect to science and research
 2. Intellectual honesty and research integrity
 3. Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP)
 4. Redundant publications: duplicate and overlapping publications, salami slicing
 5. Selective reporting and misrepresentation of data
- **RPE 03: PUBLICATION ETHICS (7 hrs.)**
 1. Publication ethics: definition, introduction and importance
 2. Best practices / standards 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, types
 5. Violation of publication ethics, authorship and contributorship
 6. Identification of publication misconduct, complaints and appeals
 7. Predatory publishers and journals

PRACTICE

- **RPE 04: OPEN ACCESS PUBLISHING(4 hrs.)**

1. Open access publications and initiatives
2. SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies
3. Software tool to identify predatory publications developed by SPPU
4. Journal finder / journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc.

• **RPE 05: PUBLICATION MISCONDUCT (4hrs.)**

A. Group Discussions (2 hrs.)

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 (2 hrs.)

Use of plagiarism software like Turnitin, Urkund and other open source software tools

• **RPE 06: DATABASES AND RESEARCH METRICS (7hrs.)**

A. Databases (4 hrs.)

1. Indexing databases
2. Citation databases: Web of Science, Scopus, etc.

B. Research Metrics (3 hrs.)

1. Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score
2. Metrics: h-index, g index, i10 index, altmetrics

References

Bird, A. (2006). *Philosophy of Science*. Routledge.

MacIntyre, Alasdair (1967) *A Short History of Ethics*. London.

P. Chaddah, (2018) *Ethics in Competitive Research: Do not get scooped; do not get plagiarized*, ISBN:978-9387480865

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 Academies Press.

Resnik, D. B. (2011). What is ethics in research & why is it important. *National Institute of Environmental Health Sciences*, 1-10. Retrieved from <https://www.niehs.nih.gov/research/resources/bioethics/whatis/index.cfm>

Beall, J. (2012). Predatory publishers are corrupting open access. *Nature*, 489(7415), 179-179. <https://doi.org/10.1038/489179a>

Indian National Science Academy (INSA), *Ethics in Science Education, Research and Governance*(2019), ISBN:978-81-939482-1-7. http://www.insaindia.res.in/pdf/Ethics_Book.pdf