

Central University of Tamil Nadu
Syllabus for PhD Entrance Exam
Subject: Tourism and Hospitality Management

Part – A

Research Methodology

Unit I

Introduction to Research:

Nature - Objectives - Significance and Types of Research – Ethical Issues in Research - Steps in research – process - Research Problem formulation. Research Design-Exploratory-Descriptive-Experimental Research designs.

Unit II

Data Collection and Sampling:

Data types - measurement –methods of data collection - Sources of Error -Basics of Sampling Theory-Probability and Non-Probability Sampling.

Unit III

Data Analysis:

Processing - Classification and coding – Tabulation- Analysis - Measures of Relationship-Problems in processing-Use of EXCEL and SPSS in data analysis

Unit IV

Hypothesis Testing:

Concept –Types- Sources of Hypothesis - Procedure for formulation of Hypothesis- Testing of hypothesis - 'Z' test - 't' test – 'f' test - Chi square test-ANOVA.

Unit V

Advance Techniques of Data Analysis and Research Communication:

Introduction to Discriminant Analysis – Cluster Analysis - Factor Analysis - Conjoint Analysis - Types of Reports – Format of research report – Documentation - Data and Data Analysis Reporting Precautions in Report writing-Footnoting– Bibliography-

IndexPreparation.

Part – B

Tourism and Hospitality Management

UnitI :

Tourismanoverview:

Definitions of Tourism, Elements,NatureandCharacteristics-TypologyofTourism–
ClassificationofTourists-Tourismnetwork-Interdisciplinaryapproachestotourism-
HistoricalDevelopmentofTourism-Majormotivations anddeterrents to travel.

UnitII

TourismIndustry:

StructureandComponents:Attractions–Accommodation–Activities–Transportation - F&B –
Shopping - Entertainment - Infrastructure and Hospitality – Emergingareas of tourism -
Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc., –
IdealsofResponsibleTourism-AlternateTourism-CaseStudiesonInternational Tourism.

UnitIII

Principles of Tourism:

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 - Tourismregulations -
Presenttrends inDomesticandGlobal tourism–MNC'sin TourismIndustry.

UnitIV

TourismOrganizations:

RoleandFunctionsofWorldTourismOrganization(WTO),PacificAsiaTravelAssociation(PAT
A),WorldTourism&TravelCouncil(WTTC)-MinistryofTourism, Govt. of India, ITDC,
Department of Tourism, Govt. of Puducherry, FHRAI, IHA,IATA,TAAI,IATO.

UnitV

Tourism Planning:

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.

Unit VI

Introduction to Hospitality:

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.

Unit VII

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..

Unit VIII

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.

Unit IX

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.

Unit X

Yield Management:

Elements of yield management, Measuring yield in the Hotel industry, benefits of yield Management, Challenges or problems in yield management.