

Propose Syllabus for Ph.D Entrance Test
(Tourism & Hospitality Management)
Session-2020-2021
Punjabi University, Patiala

Section-A
(Research Methodology)

Qualities of Researcher - Components of Research Problem - Various Steps In Scientific Research - Types of Research - Hypotheses Research Purpose - Research Design - Survey Research - Case Study Research. Data Collection and interpretation, - Sources of Data - Primary Data - Secondary Data - Procedure Questionnaire - Sampling Methods - Merits and Demerits - Experiments - Observation Method - sampling Error & Types -II Error . Statistical Analysis - Introduction To Statistics - Probability Theories - Conditional Probability , Poisson Distribution, Binomial Distribution and Properties of Normal Distribution - Hypothesis Tests - One Sample Test - Two Sample Tests / Chi - Square Test, Association of Attributes - Standard Deviation - Co - Efficient of Variation. Statistical Application - Correlation and Regression Analysis - Analysis of Variance - Partial and Multiple Correlation - Factor Analysis and Conjoint Analysis - Multifactor Evaluation - Two Factor Evaluation Approaches. Research Reports - Structure and Components of Research Report - Types of Report, Characteristics of Good Research Report, Pictures and Graphs, Research Ethics , Purpose of organizing seminars , conferences etc. Basics of computers and computer languages. Logic and Reasoning

Section-B
(Subject Specific)

1. Tourism Concepts & Trends: Tourism Concept - What is Tourism? Definition and Concepts, General Tourism. Types of Tourists, Concept of ecotourism and sustainable tourism and its Management.
2. Tour Packages Mgt. : Meaning , definition , development ,types components .Significance of tour packages with relation to tourists , destination and tour companies. Role and inputs of public and private sector tourism organization in promotions of tour packaging business.
3. Customer Care and Interpersonal Skills: Who is a customer? Internal customer, External customer, who is a service provider? Why are Some service providers better than Others? What is customer delight? Who is a satisfied/dissatisfied customer? What are the consequences of satisfied/dissatisfied customers?
4. Accommodation Managements: Changing Face of HK Department Technological Changes- Using Software, Robots in service delivery etc. Green Housekeeping: Use of environments - friendly cleaning products of clean property, Tent Card in rooms informing guests about alternate day lines changing.

5. Food safety Management: Introduction to Food Safety Management. HACCP- Introduction , Principle , Advantages Food Production - A modern Perspective, Molecular Gastronomy- Concept, Techniques, tools & ingredients used:
6. Personal Hygiene , techniques of hand washing , Control on physical, Chemical and biological hazards , Food hygiene- Safe Food handling, Temperature of hot and cold Workplace hygiene- equipments, work surfaces, Environmental hygiene, Menu planing.
7. Food & Beverage Service Managements: Basic Restaurant Concepts, Site Selection , Restaurant Planning & Design.
8. Front Office Management: Terminology , Front of the House , Back of the House , Hotel Organizational structure , Concierge , Bell Desk, Front office manager, Room Division Manager. Responsibilities and Duties of Front office Executive. Interaction with other departments of the hotel.
9. Services Marketing : Introduction / Foundation of Services Marketing , Concept of Services ,Characteristics , classification designing of services , Importance of Service to the global economy Marketing mix in Services Marketing 7 P 's of service marketing .
10. Organization Development & Leadership, Functions of Management: Planning Organizing Staffing, Directing, Controlling. Leadership: Concept, Nature, Importance Attributes of Leader, Qualities of Leader, Styles of leadership ,theories of leadership-(behavioral, situational, transactional, functional developing leaders across the organization, leadership Grid.
11. Entrepreneurship Development: Concept and Need of Entrepreneurship Development Definition Of Entrepreneur, Entrepreneurship, Innovation, Invention, Creativity, Business Idea, Concepts of Entrepreneur , Manager Product Decision, Pricing Strategies, distribution / Channel Structure and option Promotion of Service, People, Physical Evidence and Process.
12. Event Management: Role of events for promotion of tourism. Types of Events-Cultural, festivals. religious business etc, Need of even management. key factors for best event managements, Concept of MICE: Introduction of meetings, incentive, conference / conventions, and Exhibitions, Event Marketing, Promotion, Advertising, Public relation, Sponsorship, Sales Presentation, Electronic events marketing strategies.
13. Human Resource Managements: Definition & role of human resource development-Role of human resources manager, Job analysis, Job description, Job enlargement/ rotation, Job enrichment , Job specification. Performance appraisal- Definition & importance , Objectives of performance appraisal , Components of a performance appraisal system.