

Syllabus for the Ph.D. Entrance Examination

Hospitality (Discipline-Specific Paper)

Course Description

This paper evaluates the candidate's understanding of fundamental and advanced concepts in Hospitality Management. The syllabus covers hotel operations, food & beverage management, lodging and accommodation systems, hospitality marketing, human resource practices, tourism–hospitality linkages, and contemporary industry trends. It also develops research orientation through topics related to hospitality research methodology, statistics, and analytical skills. The aim is to assess readiness for doctoral-level research and teaching in the field of Hospitality.

Learning Outcomes

After preparing for this examination, candidates will be able to:

- Demonstrate comprehensive knowledge of core theories and operations in hospitality management.
 - Analyze hotel operations, service processes, and management systems.
 - Evaluate hospitality marketing, service quality, and customer satisfaction techniques.
 - Understand hospitality HR practices, leadership, and organizational behavior concepts.
 - Apply research methodology for investigating hospitality-related problems.
 - Explore emerging trends such as technology integration, sustainability, digital hospitality, and revenue optimization.
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Detailed Syllabus

Unit I: Introduction to Hospitality Industry

1. Meaning, scope, and characteristics of the hospitality industry
2. Components of the hospitality sector – lodging, foodservice, travel, events
3. Evolution and growth of hospitality – global and Indian context

4. Classification of hotels and accommodation establishments
 5. Service quality and guest experience management in hospitality
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Unit II: Hotel Operations and Management

1. Front Office operations – reservations, check-in/out, guest relations, PMS
 2. Housekeeping operations – cleaning science, linen control, maintenance coordination
 3. Food & Beverage operations – service styles, menu planning, restaurant management
 4. Kitchen operations – food production, culinary basics, hygiene & sanitation (HACCP)
 5. Facilities planning, security, and safety procedures in hotels
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Unit III: Hospitality Marketing, Finance, and Revenue Management

1. Principles of hospitality marketing and service marketing mix
 2. Consumer behavior in hospitality – guest expectations and service encounters
 3. Distribution channels – GDS, OTA, direct bookings, and digital platforms
 4. Yield and revenue management – occupancy, ADR, RevPAR, forecasting
 5. Financial statements, cost control, budgeting, and pricing strategies
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Unit IV: Human Resource Management and Organizational Behavior in Hospitality

1. HR planning, recruitment, selection, and training in hotels
 2. Performance appraisal, incentives, and employee relations
 3. Leadership styles, motivation theories, and team dynamics
 4. Stress management, workplace culture, and diversity in hospitality
 5. Legal aspects – labor laws, workplace safety, and professional ethics
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Unit V: Research Methodology & Contemporary Issues in Hospitality

1. Introduction to hospitality research – types, importance, and applications
 2. Research problem identification, objectives, hypothesis, and research design
 3. Sampling methods, data collection tools, qualitative & quantitative techniques
 4. Data analysis, interpretation, and report writing
 5. Emerging trends – sustainable hospitality, AI & automation, digital guest experience, environmental practices, crisis management, and global hospitality trends
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Suggested Reading

J.R. Walker – *Introduction to Hospitality*

- Kotas & Bowen – *Revenue Management for Hospitality and Tourism*
- Dennis Foster – *Food and Beverage Management*
- Andrews S. – *Hotel Housekeeping: Operations and Management*
- Michael J. Boella – *Human Resource Management in the Hospitality Industry*
- C.R. Kothari – *Research Methodology*
- Peter Jones & Andrew Lockwood – *The Management of Hotel Operations*