



PAMPLIN COLLEGE OF BUSINESS
HOWARD FEIERTAG DEPARTMENT OF
HOSPITALITY & TOURISM MANAGEMENT
VIRGINIA TECH.

Hospitality and Tourism Management Ph.D. Program

Degree Requirements (66 credits plus the MS or MBA)

Core Requirements (15 credits / 12 graded credits, see note 1)

**HTM 5944 Graduate Seminar (taken each semester in residence with 3 credits toward the degree)*

**12 credits of coursework in research methodology, ethics, and data analysis taken at the Ph.D. level at Virginia Tech*

HTM Requirements (6 credits / 6 graded credits)

**HTM 6434: Theory Development for Hospitality & Service Management (3 credits)*

**HTM 6464: Research Foundations in Hospitality and Tourism Management (3 credits)*

Specialization/Major Area (15 credits / at least 9 credits must be graded)

**At least 3 credits need to be at the HTM 6000 level*

**Remaining credits (12) can be either within or outside HTM and can be at the 5000 or 6000 level.*

**Students are encouraged to include at least one section of HTM 6974 Independent Study, whereby the finished product is a manuscript to be submitted to a top-tier academic research journal. Students are also encouraged to take GRAD 5114, Contemporary Pedagogy, if they and their committee feel this would assist them with improving their teaching skills.*

Dissertation (30 credits)

Total Credits – 66 credits

Notes:

- 1. Depending on the student's specific research interests, the Pamplin College of Business offers a series of behavioral, financial, data analytics, and econometric methodology courses. Additionally, students may substitute other Ph.D. level methodology courses from elsewhere at Virginia Tech. All substitutions must be approved by the student's primary advisor and the HTM Department Head.*
- 2. A minimum of 9 credits of coursework are required each semester of the first two years of the program. Students receiving GTA or GRA support must take 12 credits of coursework each semester they are funded.*
- 3. Courses should be taken in consultation with the committee and approval of the Department Head.*
- 4. Courses cannot be counted twice under any of the above-mentioned categories.*
- 5. No more than 9 hours can be taken as independent study courses.*
- 6. Consult graduate catalog for the number of courses that can be transferred.*

Ph.D. Degree Progression and Requirements

Advisory Committee

Students selected for admission to the Ph.D. program are accepted by a faculty member who will be their major professor. This selection is based primarily on the potential of a match between the professor's expertise and the student's interest as expressed on the application for the program. An Advisory Committee consisting of the major professor and at least three other members will be recommended by the student and his/her major professor to the Department Head to be recommended to the Graduate School. This committee advises the student in planning a program of study and in other degree requirements. It also serves as the examining committee for the preliminary and final examinations. A typical committee consists of a minimum of three faculty (including the major professor/chair) from the Department of Hospitality and Tourism Management. It is expected, but not required, that the committee include at least one faculty member from outside the Department reflecting the student's cognate area. Preference is given to on-campus faculty. The makeup of the advisory committee may be different for the preliminary exams and the dissertation.

The student should consult with his/her major professor in determining the makeup of the advisory committee. Additional information about the advisory committee can be found in the Graduate School catalog.

Program of Study

A Program of Study refers to the plan of course work and any other related experiences that prepare the student for successful completion of the preliminary exams and dissertation defense.

A program of study meeting all department requirements should be submitted to the Graduate School prior to completing the third semester in residence beyond the Master's degree at this University. The program of study must be approved and endorsed by the student's advisory committee, the Department Head, and the Graduate School.

Qualifying Exam

The HTM Qualifying Exam for first-year Ph.D. students is a research project completed in the spring and summer of their first year.

Research Proposal:

During the spring semester, students will work with their primary advisor to develop and submit to the HTM Graduate Coordinator by April 1 a five-to-ten-page research proposal that includes:

1. Applied and theoretical justification for the research study (including the study's managerial contribution and theoretical foundations which are supported by a summary of the literature)
2. The specific research questions, problem, and/or hypotheses
3. Research methodology
4. A detailed timeline for the research project
5. As this work will commonly extend beyond the end of the summer, the proposal should include a statement articulating the deliverables which will be provided by September 1 as part of the preliminary research report
6. The contribution of the proposed research to the student's Ph.D. program of study
7. Anticipated target journal

Prior to submission, this proposal must be approved by the student's committee chair

Preliminary Research Report (due September 30)

With the guidance of their Ph.D. committee chair, students will develop and submit to the HTM Graduate Coordinator a report of work completed during the summer. This report should coincide with the approved list of deliverables provided in the proposal. Deviations from the approved list of deliverables would be considered only as a rare exception and must be explained and justified. Prior to submission, this report will be approved by the student's committee chair.

Final Research Report Draft Manuscript (due 1st Day of Spring Classes)

Under the guidance of their Ph.D. committee chair, students will develop and submit to the HTM Graduate Coordinator a final research report draft manuscript being prepared for journal submission, reporting on the approved summer research project. While it is anticipated that this report may not yet be completed, it should include, at a minimum, a well-articulated introduction, a substantive review of the literature, a detailed description of the research methodology, and preliminary results.

Prior to submission, this report must be approved by the student's committee chair.

During the fall semester, students must present the research to HTM 5944 Graduate Seminar.

Preliminary Examination

This examination is designed to determine the candidate's ability to progress into the dissertation phase. The written portion of the examination is to be completed within 6 months of completion of coursework. The oral examination phase requires that an examination card be obtained. The graduate student is responsible for the completion and

submission of all paperwork required from the Graduate School at least two weeks in advance of the exam date.

The examination is given in two parts:

1. Written Examination
2. Oral Examination – scheduled within 30 days of successful completion of the written examination

Student Qualification Requirements

Students sitting for all preliminary exam components, i.e., written and oral examination parts, must have completed the following:

1. Approval of the Student's Chair and Committee members
2. They must have fulfilled all requirements for taking their preliminary examination as stipulated by the Graduate School (see Graduate Catalog).
3. They must have an approved plan of study on file with the Graduate School.

Written Preliminary Examination – Specialization (Major) Area

The preliminary exam, oral and/or written, is conducted by the student's advisory committee. It is comprehensive in nature and is intended to test a student's ability to integrate, synthesize, and apply concepts, facts, and techniques in solving new and complex problems associated with hospitality and tourism management. The student may be tested on any aspect of their plan of study. The student should meet with his/her advisory committee before preparing for the exam to discuss the exam, the format, and the best evaluation procedures.

Dissertation

Candidates for the Ph.D. must carry out original research while adding to the present body of knowledge in hospitality and tourism management. Students are required to defend their proposal for their dissertation research to their dissertation committee. Prior to this defense they must present their proposal in the HTM 5944 Graduate Seminar. The purpose of this exercise is to provide students with the opportunity to get feedback from peers and faculty before actually defending the proposal to his/her committee. Guidelines for this seminar are available in the HTM Department. The department supports both traditional and article-style formats for dissertations. See departmental policy for process.

Final Examination

This oral examination is primarily a defense of the dissertation, although the examining committee may test the candidate on any material relevant to the field of study. The examination is scheduled through the Graduate School in the same manner as the written

preliminary examination. A final presentation of the dissertation in Graduate Seminar is also required. Graduate School requirements must be met for submission of dissertation. Refer to the Virginia Tech Graduate School Policies and Procedures for further information.

Course Listing for Business, Hospitality and Tourism Management

HTM 5024 – International Service Management

Overview of the contemporary issues in the international business environment facing multinational service firms in the hospitality industry. These issues include topics like global strategy formulation and implementation; technology challenges; diversity in customers and employees; political and legal concerns; and effective organizational structures for long-term survival.

Credit Hour(s): 3

Lecture Hour(s): 3

Level: Graduate

Instruction Type(s): Lecture, Online Lecture

Prerequisite(s):

Corequisite(s):

HTM 5424 – Human Resource Management

This course focuses upon the attainment and retainment of employees within the hospitality industry. Topics include the processes, practice and legal considerations involved in the employment of people in hospitality organizations.

Credit Hour(s): 3

Lecture Hour(s): 3

Level: Graduate

Instruction Type(s): Lecture, Online Lecture

Prerequisite(s): MGT 3334

Corequisite(s):

HTM 5444 – Financial Management in the Hospitality Service Industries

Fundamentals of financial management as applied to hotels, restaurants, institutions, and similar service organizations.

Credit Hour(s): 3

Lecture Hour(s): 3

Level: Graduate

Instruction Type(s): Lecture, Online Lecture

Prerequisite(s): FIN 3104

Corequisite(s):

HTM 5454 – Hospitality and Tourism Marketing Strategy and Policy

Examination of the role of marketing within the strategic planning of hospitality service organizations.

Credit Hour(s): 3

Lecture Hour(s): 3

Level: Graduate

Instruction Type(s): Lecture, Online Lecture

Prerequisite(s): MKTG 3104

Corequisite(s):

HTM 5464 – Franchising in Hospitality Management

Role of franchising in hospitality management. Contemporary issues related to franchising in different segments of hospitality industry, including franchise concept development, franchisor-franchisee relationship, franchise agreements, operational problems, and international franchising.

Credit Hour(s): 3

Lecture Hour(s): 3

Level: Graduate

Instruction Type(s): Lecture, Online Lecture

Prerequisite(s):

Corequisite(s):

HTM 5514 – Contemporary Problems in the Hospitality Industry

Consideration and analysis of relevant industry problems and issues facing management personnel in the hospitality industries. Computer literacy required.

Credit Hour(s): 3

Lecture Hour(s): 3

Level: Graduate

Instruction Type(s): Lecture, Online Lecture

Prerequisite(s):

Corequisite(s):

HTM 5534 – Strategic Management and Competitive Strategy in the Hospitality Industries

To enable students to develop a comprehensive understanding of the concepts of strategic management and competitive strategy as applied to the hospitality industries.

Credit Hour(s): 3

Lecture Hour(s): 3

Level: Graduate

Instruction Type(s): Lecture, Online Lecture

Prerequisite(s): HTM 4534

Corequisite(s):

HTM 5554 – Qualitative Research Methods in Business

This course focuses on the key components of qualitative methodology for research applications in business. The course introduces students to the basics of qualitative research in the business context and the ontological and epistemological foundations of qualitative research. Graduate standing required.

Credit Hour(s): 3

Lecture Hour(s): 3

Level: Graduate

Instruction Type(s): Lecture, Online Lecture

Prerequisite(s):

Corequisite(s):

HTM 5564 – Information Technology and Business Analytics in Hospitality and Tourism

Theoretical foundation of IT applications in hospitality and tourism. Widely used information systems in operation, management, and e-business in HTM. Web marketing and distribution practices. Emerging analytics tools for business intelligence and strategic decision making. Impacts of IT on organizations and the industry as a whole. Pre: Graduate Standing.

Credit Hour(s): 3

Lecture Hour(s): 3

Level: Graduate

Instruction Type(s): Lecture, Online Lecture

Prerequisite(s):

Corequisite(s):

HTM 5574 – Revenue Management for Hospitality Services

Dynamic forecasting of supply and demand, customer relationship management, services production, pricing, promotion, and distribution. Implications for human resources and

information systems management. Application and integration of revenue and customer centric management theory. Pre: Graduate standing.

Credit Hour(s): 3

Lecture Hour(s): 3

Level: Graduate

Instruction Type(s): Lecture, Online Lecture

Prerequisite(s):

Corequisite(s):

HTM 5614 – Current Issues in Travel and Tourism Management

Current issues in the management of travel and tourism services. Environmental trends, planning and development, policy formulation, social and economic impact, and marketing of travel and tourism.

Credit Hour(s): 3

Lecture Hour(s): 3

Level: Graduate

Instruction Type(s): Lecture, Online Lecture

Prerequisite(s):

Corequisite(s):

HTM 5904 – Project and Report

Credit Hour(s): 1 TO 19

Lecture Hour(s):

Level: Graduate

Instruction Type(s): Research, Online Research

Prerequisite(s):

Corequisite(s):

HTM 5944 – Graduate Seminar

Presentation and critical discussion of current literature and major topics in hospitality and tourism management. The seminar provides a forum for the discussion of research and research problems in hospitality and tourism management and the presentation of research by graduate students. Provides students an opportunity to prepare and present current work related to their thesis and dissertation activities. May be repeated.

Credit Hour(s): 1

Lecture Hour(s): 1

Level: Graduate

Instruction Type(s): Lecture, Online Lecture

Prerequisite(s):

Corequisite(s):

HTM 5954 – Study Abroad

Credit Hour(s): 1 TO 19

Lecture Hour(s): 1 TO 19

Level: Graduate

Instruction Type(s): Lecture, Online Lecture

Prerequisite(s):

Corequisite(s):

HTM 5964 – Field Study

Credit Hour(s): 1 TO 19

Lecture Hour(s): 1 TO 19

Level: Graduate

Instruction Type(s): Lecture, Online Lecture

Prerequisite(s):

Corequisite(s):

HTM 5974 – Independent Study

Credit Hour(s): 1 TO 19

Lecture Hour(s): 1 TO 19

Level: Graduate

Instruction Type(s): Independent Study, VI

Prerequisite(s):

Corequisite(s):

HTM 5984 – Special Study

Credit Hour(s): 1 TO 19

Lecture Hour(s): 1 TO 19

Level: Graduate

Instruction Type(s): Lecture, Online Lecture

Prerequisite(s):

Corequisite(s):

HTM 5994 – Research and Thesis

Credit Hour(s): 1 TO 19

Lecture Hour(s):

Level: Graduate

Instruction Type(s): Research, Online Research

Prerequisite(s):

Corequisite(s):

HTM 6414 – The Concept of Service in the Hospitality Service Industries

Seminar in the concept of service and its management.

Credit Hour(s): 3

Lecture Hour(s): 3

Level: Graduate

Instruction Type(s): Lecture, Online Lecture

Prerequisite(s): HTM 5514

Corequisite(s):

HTM 6424 – Human Resources Management in the Service Industry

Examination of research and writings in the area of human resources management in service industries. Issues and opportunities in human resources management distinctive to hospitality service organizations.

Credit Hour(s): 3

Lecture Hour(s): 3

Level: Graduate

Instruction Type(s): Lecture, Online Lecture

Prerequisite(s): HTM 5424 OR MGT 5704

Corequisite(s):

HTM 6434 – Theory Development for Hospitality and Service Management

Seminar in theory construction in the areas of hospitality, tourism and service. Emphasis on the identification of relevant interdisciplinary paradigms and theory and the evaluation of social science research. Six graduate credits of hospitality and tourism courses required. Alternate years.

Credit Hour(s): 3

Lecture Hour(s): 3

Level: Graduate

Instruction Type(s): Lecture, Online Lecture

Prerequisite(s):

Corequisite(s):

HTM 6444 – Advanced Quantitative Methods for Hospitality Applications

Methodologies and techniques for analysis, reporting, and critiquing hospitality issues using advanced concepts and quantitative methods in the scientific investigation of problems related to hospitality.

Credit Hour(s): 3

Lecture Hour(s): 3

Level: Graduate

Instruction Type(s): Lecture, Online Lecture

Prerequisite(s): STAT 6634

Corequisite(s):

HTM 6454 – Hospitality Marketing Research Problems

Research designs and methodologies for the solution of hospitality industry marketing problems. Analysis and interpretation of marketing research studies.

Credit Hour(s): 3

Lecture Hour(s): 3

Level: Graduate

Instruction Type(s): Lecture, Online Lecture

Prerequisite(s): HTM 5454, STAT 5634

Corequisite(s):

HTM 6464 – Research Foundations in Hospitality and Tourism Management

Advanced survey of classical and current literature in hospitality and tourism management. Tools to assess research questions, opportunities, and limitations of the research.

Credit Hour(s): 3

Lecture Hour(s): 3

Level: Graduate

Instruction Type(s): Lecture, Online Lecture

Prerequisite(s): HTM 5544

Corequisite(s):

HTM 6524 – Seminar in Tourism Management Research

Intensive exposure to conceptual and methodological areas of research in tourism management. Design and implementation of original tourism research. Examines key areas of tourism management research, including impact monitoring and measurement, destination development and management, forms of tourism activity, destination competitiveness and sustainability, tourism information systems and the tourist experience and behavior. Pre: Graduate standing.

Credit Hour(s): 3
Lecture Hour(s): 3
Level: Graduate
Instruction Type(s): Lecture, Online Lecture
Prerequisite(s):
Corequisite(s):

HTM 6974 – Independent Study

Credit Hour(s): 1 TO 19
Lecture Hour(s): 1 TO 19
Level: Graduate
Instruction Type(s): Independent Study, VI
Prerequisite(s):
Corequisite(s):

HTM 6984 – Special Study

Credit Hour(s): 1 TO 19
Lecture Hour(s): 1 TO 19
Level: Graduate
Instruction Type(s): Lecture, Online Lecture
Prerequisite(s):
Corequisite(s):

HTM 7994 – Research and Dissertation

Credit Hour(s): 1 TO 19
Lecture Hour(s): 3
Level: Graduate
Instruction Type(s): Research, Online Research
Prerequisite(s):
Corequisite(s):