

Department of Management Studies
Syllabus for M.Phil/PhD/3Year Integrated PhD Entrance Test 2018
Tourism Management

Unit I

Tourist/Visitor/Traveler/Excursionist-definition and differentiation. Tourism recreation and leisure inter relationship(s). Tourism components. Elements and infrastructure. Types and typologies of Tourism. Emerging Concepts: Eco/rural/agri./farm/green/wilderness/country side/special interest tourism. Tourism Trends: Growth and development over the years and factors responsible therein. Changing market destination patterns, Traffic Flows/receipt trends. Travel motivator and deterrents. Pull and Push forces in tourism. Linkages and Channels of Distribution in Tourism. Tourism organization/institutions: Origin, Organisation and functions of WTO, PATA, IATA, ICAO, FHRAI, TAAI, IATO and UFTAA. Concepts of Resource, Attraction and product in tourism, Tourism products: typology and unique features. Natural Tourism resources in India: Existing use patterns vis a vis potential with relation to varied landforms (mountains, deserts, beaches, coastal areas and islands). Water bodies and biotic wealth (flora-fauna). Popular tourist destination for land based (soft/hard trekking, ice skiing, mountaineering, desert safaris, car rallies etc), water based (rafting, kayaking, canoeing, surfing, water skiing, scuba / snuba diving) and air based (para sailing, para gliding, ballooning and gliding and microlighting etc) tourist activities. Wild life tourism and conservation related issues- Occurrence and distribution of popular wildlife species in India. Tourism and Nature conservation-Conflicts, symbiosis and Synergy.

Unit II

Accommodation: Concept, Types and Typologies, Linkages and Significance with relation to tourism. Emerging dimensions of accommodation industry-Heritage hotels, Motels and resort properties, time share establishments. Hotel and Hoteliering: Origin, growth and diversification. Classification, registration and gradation of hotels. Organisational structure, Functions and responsibilities of the various departments of a standard hotel/other catering outlets, viz., bars, restaurants, fast food centres. Inflight catering. Leading multinational hotel chains operating in India. Public sector in hoteliering business-Role, Contribution and Performance. Transportation: Dynamically changing needs and means. Landmarks in the development of transport sector and the consequent socio economic, Cultural and environmental implications. Tourism transport system. Airlines Transportation: The Airlines Industry-Origin and Growth, Organisation of Air Transport Industry in International context. Scheduled and non-scheduled Airlines Services; Air taxis, Multinational Air Transport Regulations-Nature, significance and Limitations. Role of IATA, ICAO and other agencies. Bermuda convention. Significance of Road Transport in Tourism: Growth and Development of road transport system in India; State off existing infrastructure. Public and Private Sector Involvement; Role of Regional Transport Authority. Approved Travel Agencies, Tour/Transport Operators, car hire/Rental Companies. State and inter-state bus and coach network, Insurance provision road taxes and fitness certificate.

Unit III

Travel Agency and Tour operations Business: Origin, Growth and development: Definition, Differentiation and linkages, organization and functions-Travel information counseling, itinerary preparation, Reservation, Tour costing/pricing, Marketing of tour packages, Income sources. Airlines Ticketing: Operational Perspectives of ticketing-ABC codes, Flight schedules, Flying time and MPM/TPM calculation. TIM (Travel Information Manual) consultation. Routine and itinerary preparation, types of fare, fare calculation and rounding up. Currency Conversion and payment modes. Issuance of ticket. Tourism Planning: Origin, concept and approaches. Levels and types of tourism planning-Sectoral, spatial, integrated, complex, centralized and decentralized, Product life cycle theories and their applicability in tourism planning, Urban and rural tourism planning. Tourism planning and policy perspectives; planning at national, state and regional levels. India's tourism policy. Tourism planning process: objective setting, background analysis, detailed research and analysis, synthesis, goal setting and Plan formulation, Evaluation of tourism project-Project feasibility study; Plan implementation. Development and monitoring,

Tourism master plan. Tourism Impacts and need for sustainable tourism planning: Socio cultural, Economic and physical , tourism carrying capacity and environmental impact analysis (EIA).

Unit IV

Tourism Management: Concept, Nature, Process and functions, Managerial levels, skills and roles. Social responsibilities and ethics. Planning: nature, Types and process. Management by Objectives, Decision making- Process, tools, techniques and models. Concept of organizing and organization, Line and Staff, authority and responsibility, Span of Control, Delegation, Decentralisation, Organisational structure and design, management of Change and development. Directing: Communication-Process, types, Barriers and principles of effective communication. Motivation-Theories and practices, Leadership-Concept, theories and styles. Controlling: Process, Methods and techniques. Tourism Marketing: Core Concepts in marketing;. Marketing management philosophies-. Tourism marketing: Service Characteristics of Tourism, Unique features of tourist demand and tourism product. Tourism marketing mix. Analysis and Selection of market: Measuring and forecasting tourism demand: Forecasting methods, managing capacity and demand. Market segmentation and positioning. Developing marketing environment, competitive differentiation and competitive marketing strategies, New product development, product life cycle. Planning marketing programmes: Product and Product Strategies; pricing considerations, Approaches and strategies, Distribution channels and strategies. Marketing of Tourism Services: Marketing of Airlines, Hotel, resort, Travel Agencies and other tourism related services-challenges and strategies.

Unit V

Finance: Meaning, Goals, Functions, Importance, and typologies of Finance-Role of Financial management. Financial Decision, Instant decision, Dividend Decision, Accounting: Preparation of Business Income Statement, Balance Sheet, cash Flow Statement and Fund Flow Statement. Hotel Accounting. Research methodology: Meaning and procedural guidelines. Research Design. Field Procedure for Data Collection and Analysis Techniques: Nature, sources of data, techniques of data collection. Frequency Distribution: Meanings; Problems and considerations in construction numerical frequency distributions. Correlation and regression analysis. Probability and Probability Distribution, Sampling and Sample designs: reasons for sampling; Theoretical basis of sampling; Sampling concepts and types of sampling (Random and non-random sampling). Statistical Testing: Formulation and general procedure of hypothesis testing, One tail and two tail tests, Comparison of two population means; Comparison of two population proportions; and comparison of two population means and standard deviations, F test and Student's t distribution and Chi Square test.

Note:

Syllabi comprises for both part-II (basic conventional questions) and part-III (Advanced higher value questions) of the entrance test.

