

Syllabus for (PET- Exam) for PhD in Tourism Administration (2016)

Subject: Tourism Administration

Unit-I

Tourist, Visitors, Travelers, Excursionist- Definition and Differentiation, Tourism recreation and Leisure inter-relationship. Tourism components, Element and Infrastructure Types and typologies of Tourism.

Emerging Concept: Medical Tourism, Eco Tourism, Rural Tourism, Agri Tourism, Farm Tourism, Green Tourism, Wilderness Tourism, Film Tourism, MICE tourism, Countryside Tourism, Caravan Tourism, Adventure tourism, Golf tourism, Light house tourism, Fort tourism, Ambedkar tourism, Sufi tourism, Special interest tourism etc.

Tourism Trends: Growth and development over the year and factors responsible therein. Changing market destination pattern, traffic flows. Receipt trends. Travel motivator and deterrents. Pull and Push forces in tourism.

Linkage and Channels of distribution in tourism.

Tourism organization/ institutions: Origin, Organization and function of WTO, PATA, IATA, ICAO, FHRAI, TAAI, IATO and UFTAA.

Unit-II

Concept of resource, Attraction and product in tourism, Tourism products: Typology and unique features.

Natural tourism resources in India: Existing use pattern vis-à-vis potential with relation to varied and form (Mountain, 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, waterskiing, scuba/scuba diving) and air based (Para-sailing, Para gliding, ballooning, hand gliding and microlightning etc), Tourist activities, Wildlife-Tourism a conservation related issues- Occurrence and distributions of popular wildlife species in India. Tourism national parks, wildlife sanctuaries and biosphere reserve (case of Dachigam, Tadoba, Melghat, Sanjay Gandhi National Park, Periyar, Corbett, Kaziranga, Kanha, Gir, Ranthumbore, Sundarban, Shivpuri, Manas, Nanda devi Valley of flower reserve).

Tourism and nature conservation-conflict, Symbiosis and Synergy.

Cultural Tourism resources in India: Indian culture and Society Indian History-Ancient, Medieval and Modern.

Tradition, customs and costumes, Life Style and Settlements patterns, Food habits and cuisines, Music, Musical instruments and Dance Forms, Daring and Painting, Craftsmanship.

Religion, Religious observances and important Pilgrim destination, Pilgrimage and tourism interrelationship.

Architectural Heritage-Forts, Palace, Rock cut cave temples (Ajanta & Ellora), Other architectural marvels - Location and Unique features.

Guest host relationship theories, Social and Cultural disparities, Visitor Management at Indian Cultural sites.

Unit-III

Accommodation: concepts, types and typologies, Linkage 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 centers, In flight catering.

Leading Multinational hotel chains operating in India-Requirements, Training facilities Constraints and Scope.

Fiscal and non-fiscal incentives available to hotel industry in India, Ethical legal and regulatory aspects.

Unit-IV

Transportation: Dynamically changing needs and means

Landmarks in the development of transport sector and the consequent socioeconomic, cultural and environmental implication, Tourism transport system.

Airlines Transportation: The Airlines Industry-Origin and Growth. organizational of air Transport industry unintentional context. Scheduled and non scheduled Airlines services, Air, Taxis, Multinational Air Transport regulation-Nature, Significance and Limitation, role of IATA, ICAO, and other agencies, Bermuda convention

Air Transport Industry in India-DGCA and other key players, Regulatory Framework, Air Corporation of India, Indian Carriers- Operations Management and performance, Marketing strategies of Air India

Significance of Road Transport in Tourism: Growth and development of road transport system in India, State of 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 and road taxes and fitness certificate

rail Transport Network-major Railways system of world-British Rail, Euro Rail and Amtrak

type of Special Package offered by Indian Railways to tourists-Indrail pass Palace on wheel and royal client

Reservation procedure, GSAs abroad

Water Transport system in India-Historical pats, Cruise ships, Ferries , Hovercraft, River and canal boats, Fly cruise, Future prospects

Unit-V

Travel Agencies and Tour Operators Business: Origin, Growth and development m Definition, Differentiation and linkage Organization and functions, Travel information counseling, Itinerary preparation, reservation, costing /pricing. Marketing of tour package Income sources

Airlines Ticketing: Operational perspective of ticketing-ABC codes Flight scheduling, 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

Cargo handling: Baggage allowance, free access baggage, Weigh and piece concept, Accountability of lost baggage, Dangerous goods, Cargo rates ad valuation charges Automation and airport procedures

Requirements for setting up team agency and tour operation a business

Approval from organization and institution concerned, Incentives available Indian context, constraint and limitations

Unit-VI

Marketing: core concepts in marketing, Needs, Wants, Demands, product market, Marketing Management philosophies-Production, Selling marketing and social perspective, economic importance of marketing

Tourism Marketing: Service characteristics of tourism, Unique features of tourist demand an tourist product, Tourism marketing mix.

Analysis and selection of market: Measuring and forecasting tourism demand, Forecasting method, managing capacity and demand, Market segmentation and positioning.

Developing marketing environment, Consumer buying behavior, competitive differentiation and competitive marketing strategies, New product development, product life cycle, Customer satisfaction and related strategies in internal and external marketing, interactive and relationship marketing.

Planning marketing Programmes: Product and product strategies, Product line, Product mix, Branding and packaging, Pricing, Consideration, Approaches and strategies, Distribution channels and strategies

Marketing of Tourism Services: Marketing of Airlines, Hotels, Resort, Travel, Agencies and other tourism related services-challenges ad strategies

Marketing Skill for tourism: Creativity-communication -Self motivation-team building personality development

Unit-VII

Tourism Planning: Origin, concept and approaches, Level and types of tourism planning, - Sectorial, 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 perspective, planning at national, state and regional levels.

India's tourism policies and Reports - 1982, 1988, 1992, 1997, 2002, 2015. Plan allocation for Tourism in the Five year Plans.

Maharashtra Tourism Policy 2006, Maharashtra tourism Policy 2016

Nature, Scope & significance of destination planning development and Management. Role of Public & private Sector in destination Management.

Tourism Planning process: Objectives, 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)

Case study of Ajanta – Ellora Development Project (Planning and Management).

Business ethics and laws-their relevance and applicability in travel and tourism industry

Law and legislation relating to tourist entry, stay, Departure, Passport, Visa and Health

Acts and Laws relating to 'Tourist safety and security Preservation and conservation of heritage', environment, Archaeological sites and wildlife.

Planning for Manpower development for Tourism. Training Institutes of Tourism & Hotel Management and courses offered by the Institutes. CBSP scheme, Tourist Guide training Programmes, Hunar Se Rozgar, Earn while you learn, etc.

Unit-VIII

The nature of field techniques, field techniques and tourism and hotel business importance and limitations

Research : Meaning, Types, trends, and Challenges with special reference to tourism and hotel business, Guiding principles in selection of research problems

Research Methodology: meaning, Procedural Guidelines, and Research design

Field Procedure for data collection and Analysis Techniques: nature, Sources of Data, Techniques of data collections

Frequency Distribution: Meaning, Problem and consideration misconstruction numerical frequency distributions

Measure of central tendency and Variation

Correlation and Regression analysis

Probability and Probability distribution:

Probability: Meaning Definition and sample points and ample space

Events: Conditional; probability, Baves Theorem and probability on large sample space

Probability distributions: The binomial model, the Poisson model ad Normal Distribution

Sampling and Statistical testing

Sampling and Sample Design: Sampling and reasons for sampling, Theoretical basis of sampling, Basic concept of sampling and types of sampling (Random and Non random sampling), Central limit theorem

Statistical testing: Formulation and general procedure of testing of hypothesis , One tail and two tail test

Parametric and Non parametric Testing:

Testing the Hypothesis: Comparison of two population means, comparison of two population proportions and comparison of two population means and standard deviation, F-Test, Student's distribution and Chi-Square Tests

Unit-IX

Management: Concept, nature, Process and Functions, Management levels Managerial skills and roles, the external environment, Social responsibilities and ethics

Planning: Nature, Purpose, types and process, Management by objectives strategies, and policies, Decision making process, Tools and techniques, Decision making models

Organizing: Concept of organizing and organization, Line and Staff , Authority and responsibility, Span of control, Delegation, Decentralization, conflict and Coordination, organizational structure and design Management of change innovation and organizational 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, managing international business

Information systems: Automation of manual system Data Processing stages , Evolution form EDOP to MIS

MIS: Introduction Definition, Status, Framework of understanding and designing MIS

Computer networking: Distribution channels - Application of CRS (Computer Reservation System), GDS and other emerging distribution channels in travel a trade and hospitality sector

Unit-X

Financial Management and Planning:

Finance: meaning Goals, Functional, Importance ad typologies of financeORole of financial management, Organization goal environment, Forecasting and financial planning, Break even analysis

Management of current Assets:

Working Capital Management: Meaning and characteristics of working capital , Financing current assets , Cash management Receivables management and inventory management

Management of fixed Assets: importance of Capital Budgeting analytical techniques-non Discounted, Discounted techniques

Financial Structure and Management of Earnings

Meaning, Difference between financial and capital structures, Determinants of financial Structure

Financial leverage and effects of financial leverage on net income and Shareholder's wealth. Financial leverage and financial planning. Break even analysis for financial leverage, Dividend policy, Significance of dividend policy and different types of dividend policies

TFCI: Tourism Finance Corporation of India (TFCI)-Aims, Objectives, Organization and Functions

Accounting: preparation of Business Income statement, Balance Sheet Cash flow statement and Fund flow statement, Hotel Accounting

Financial aspects of Ministry of Tourism – Government accounts - structure of accounts and flow of funds. Accounting operations – an overview, preparation of annual accounts of Government of India, flow of Accounting information, Accounting set up and accounting highlights of Ministry, Demand for Grants for Ministry of Tourism.

Financial management of National Tourism Organisations (NTO) – Indian Tourism Development Corporation (ITDC), Financial Management of State Tourism Organisations (STO), Maharashtra Tourism Development Corporation (MTDC), Financial management of External assistance for Tourism – A case study of Ajanta – Ellora Development Project.

Case studies: Kingfisher Airlines, Boeing and other travel tourism related organizations.