

SCHEME AND SYLLABUS FOR PH.D ENTRANCE EXAMINATION-FOR TOURISM MANAGEMENT

PAPER I – RESEARCH METHODOLOGY

Scheme of Entrance Test:

Paper-I

Research Methodology related paper (comprising of 50 objective type questions to be attempted)

Duration : One Hour

Maximum Marks : 50

Paper-II

Subject related paper (comprising of 50 objective type questions to be attempted)

Duration : One Hour

Maximum Marks : 50

Unit-I - Objectives and types of research: Motivation and objectives – Research methods vs Methodology. Types of research – Descriptive vs. Analytical, Applied vs. Fundamental, Quantitative vs. Qualitative, Conceptual vs. Empirical.

Unit-II - Research Formulation – Defining and formulating the research problem - Selecting the problem - Necessity of defining the problem - Importance of literature review in defining a problem – Literature review – Primary and secondary sources – reviews, treatise, monographs-patents – web as a source – searching the web - Critical literature review – Identifying gap areas from literature review - development of working hypothesis.

Unit-III - Research design and methods– Research design – Basic Principles- Need of research design -- Features of good design – Important concepts relating to research design – Observation and Facts, Laws and Theories, Prediction and explanation, Induction, Deduction, Development of Models. Developing a research plan - Exploration, Description, Diagnosis, and Experimentation. Determining experimental and sample designs.

Unit-IV - Data Collection and analysis: Execution of the research - Observation and Collection of data - Methods of data collection – Sampling Methods- Data Processing and Analysis strategies - Data Analysis with Statistical Packages - Hypothesis-testing - Generalization and Interpretation.

Unit-V - Reporting and thesis writing – Structure and components of scientific reports - Types of report – Technical reports and thesis – Significance – Different steps in the preparation – Layout, structure and Language of typical reports – Illustrations and tables

PAPER II- TOURISM MANAGEMENT

Unit-I

Tourist / Visitor/ Traveller/ 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/farm/ green/ wildness/sustainable/special interest tourism.

International Tourism Trends in different regions: 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, Organization and functions of WTO, PATA, IATA. ICAO, FHRAI, TAAI, IATO.

Unit-II

Natural Tourism resources in India: Existing use patterns vis-à-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/scuba diving) and

Air based (para-sailing, para-gliding, ballooning hand-gliding and micro-lighting etc.)

Tourism in National Parks, wildlife sanctuaries and biosphere reserves (case of Dachigham Corbett/ Dudhwa/ Kaziranga/ Kanha Gir/ Ranthambhor/ Mudumalat/ Sunderbans/ Shivpuri/ Manas.

CULTURAL TOURISM RESOURCES IN INDIA:

Fundamentals of Indian culture and society

Culture- Tourism relationship

Architectural Heritage of India: Hindu, Buddhist, Jain and Islamic architecture of India

Major festivals and fairs of India; Dance and Music in India
Religion / religious observances and important pilgrim destinations

Unit-III

Travel Agency and Tour operations Business: Origin, Growth and development; Definition, Differentiation and linkage; Organization and functions- Travel information counseling, Itinerary preparation, Reservation, Tour costing/ pricing. Marketing of tour packages, Income sources

Airplanes Ticketing: Orientation perspective 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 conservation and payment modes, issuance of ticket.

Requirements for setting up travel agency and tour operations business, Approval from organization and institutions concerned, Incentives available in Indian context, Constraints and limitations

Unit-IV

Tourism Planning: Origin, concept and approaches

Level 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 policies

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 needs for sustainable tourism planning: Socio- cultural, Economics and physical; Tourism carrying capacity and environmental impact analysis (EIA)

Unit-V

Marketing: Core concepts in marketing; Needs wants, Demands, Products, market, Marketing management philosophies- Production, Product, selling Market and Societal perspectives. Economic importance of marketing.

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, Consumer buying behaviour, 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, Hotel, Resort, Travel, Agencies and other tourism related services- Challenges and strategies.

Marketing skills for Tourism: Creativity-Communication- Self motivation- Team building- personality development.