

Syllabus for Ph.D. (Travel and Tourism) Entrance Exam Paper -II

UNIT-1	Tourism terminologies and tourist products
	<p>Tourist, Visitors, Travelers, Excursionist- Definition and Differentiation, Tourism recreation and Leisure inter-relationship. Tourism and related theories</p> <p>Tourism components, Element, and Infrastructure</p> <p>Types and typologies of Tourism. Emerging forms in tourism.</p> <p>Tourism Trends: Growth and development over the year and factors responsible therein.</p> <p>Travel motivator and deterrents. Pull and Push forces in tourism. Linkage and Channels of distribution in tourism.</p> <p>Tourism organization/ institutions: Origin, Organization and function of WTO, PATA, IATA, ICAO, FHRAI, TAAI, IATO and UFTAA.</p> <p>Concept of resource, Attraction and product in tourism, Tourism products: Typology and unique features.</p> <p>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).</p> <p>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 (Parasailing, Para gliding, ballooning, hand gliding and micro-lightining etc), Tourist activities, Wildlife-Tourism a conservation related issues Occurrence ad distributions of popular wildlife species in India.</p> <p>Tourism national parks, wildlife centuries and biosphere reserve (case of Dachigham, Tadoba, Melghat, Sanjay Gandhi National Park, Periyar, Corbett, Kaziranga, Kanha, Gir, Ranthumbore, Sundarban, Shivpuri, Manas, Nanda devi Valley of flower reserve) and other.</p> <p>Tourism and nature conservation-conflict, Symbiosis and Synergy.</p> <p>Cultural Tourism resources in India: Indian culture and Society Indian History-Ancient, Medieval and Modern.</p> <p>Tradition, customs and costumes, Lifestyle and Settlements patterns, Food habits and cuisines, Music, Musical instruments and Dance Forms, Daring and Painting, Craftsmanship.</p> <p>Religion, Religious observances and important Pilgrim destination, Pilgrimage and tourism interrelationship.</p> <p>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.</p>

UNIT-2	Accommodation and Transport management
<p>Accommodation : Concepts, types and typologies, Linkage and Significance a with relation to tourism.</p> <p>Emerging dimensions of accommodation industry-Heritage hotels, Motels and resort properties, Time share establishments.</p> <p>Hotel-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.</p> <p>Leading Multinational hotel chains operating in India-Requirements, Training facilities, Constraints and Scope.</p> <p>Fiscal and non-fiscal incentives available to hotel industry in India, Ethical legal and regulatory aspects.</p> <p>Transportation: Dynamically changing needs and means, Landmarks in the development of transport sector and the consequent socioeconomic, cultural and environmental implication, Tourism transport system.</p> <p>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 and other regulatory aspects.</p> <p>Air Transport Industry in India-DGCA and other key players, Regulatory Framework, Air Corporation Ac, Indian Carriers- Operations Management and performance, marketing strategies of Air India</p> <p>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 a road taxes and fitness certificate.</p> <p>Rail Transport Network-major Railways system of world-British Rail, Euro Rail and Amtrak.</p> <p>Type of Special Package offered by Indian Railways to tourists-Indrail pass, Luxury trains, Reservation procedure, GSAs abroad. IRCTC, Railway operations</p> <p>Water Transport system in India-Historical pats, Cruise ships, Ferries, Hovercraft, River and canal boats, Fly cruise, Future prospects</p>	
UNIT-3	Travel Agencies and Tour Operators Business
<p>Travel Agencies and Tour Operators Business: Origin, Growth and development, definition, Travel agency operation, Differentiation and linkage Organization and functions, Travel information counseling, Itinerary preparation, reservation, costing /pricing. Requirements for setting up team agency and tour operation a business. Approval from organization and institution concerned, Incentives available Indian context, constraint, and limitations. Marketing of tour package Income sources</p> <p>Travel technologies : e-tourism, CRS, GDS, and emerging distribution channels, related travel technologies</p> <p>Airlines Ticketing: Operational perspective of ticketing-ABC codes Flight scheduling, Flying time, and MPM/TPM calculation TIM (Travel Information Manual), consultation, Routine and itinerary</p>	

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 and valuation charges, Automation and airport procedures

UNIT-4

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

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 a, 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). Sustainable tourism development and SDGs, Community development and involvement.

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.

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, MBO

Information systems: Automation of manual system Data Processing stages, Evolution information systems, 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

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 and 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, Online marketing in tourism

UNIT-5

Financial Management and Planning

Finance: meaning Goals, Functional, Importance ad typologies of finance0Role 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 ad Shareholder's wealth.

Financial leverage ad financial planning. Break even analysis for financial leverage, Dividend policy, Significance of dividend policy and different typed 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),

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

References:

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