School of Hotel Management and

Tourism, Lovely Professional

University

Syllabus for PhD Entrance Test Tourism Management

Unit I

Tourism: 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 microlightingetc) tourist activities. Certifications in Tourism. Wild life tourism and conservation related issues. Occurrence and distribution of popular wildlife species in India. Tourism and Nature conservation-Conflicts, symbiosis and Synergy.

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

Unit II

Accommodation and Transportation: 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 grading 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. Public sector in hoteliering business-Role.

Dynamically changing needs and means of transport. 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, 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. Types of itineraries; Elements of Tour itinerary. Sources of itinerary preparation. Seasonality, marketing of tour packages, Income sources. Airlines Ticketing: Operational Perspectives of ticketing-ABC codes, Flight schedules, Flying time and MPM/TPM calculation. Source of earnings for travel agencies. 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. Global Distribution System. Cargo Handling: Baggage allowance, free access baggage. Weight and piece concept. Accountability of lost baggage, Dangerous goods; Cargo rates and valuation charges, Automation and airport procedures. Linkages of Travel agencies and tour operators. Distribution channels in tourism and travel agency business. Requirements for setting – up travel agency and tour operations business,Approval from organisation and institutions concerned. Incentives available in Indian context. Constraints and limitations.

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 and Tourism Accounting. Determinants of Financial Structure. Financial leverage and effects of Financial Leverage on Net Income and Shareholders 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, Organisation and Functions. Accounting: Preparation of Business Income Statement, Balance Sheet, Cash flow statement and Fund flow statement. 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 Structures and Management of Earnings: Meaning, Difference between financial and capital structures.

Unit-VI

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.

Unit VII

Research Methodology: 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. Research Formulation – Defining and formulating the research problem - Selecting the problem - Necessity of defining the problem - Importance of literature review in defining 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. 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. 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. 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

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 Squaretest.