



Syllabus for Ph.D. Entrance Test

Tourism

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Section 1: Concept of Tourism

Tourist, Visitor, Traveler and Excursionist: Definition and Differentiation, Tourism, Recreation and Leisure: Inter---Relationship, The Components and Elements of Tourism, Types and Forms Of Tourism, Alternate Tourism, Tourism Trends: Growth And Development Over The Years and Factors Responsible Therein, Changing Market Destination Patterns, Travel Motivator and Deterrents, Pull and Push Forces in Tourism, Tourism Organization /Institutions: Origin. Organization and Functions of UNWTO, PATA, IATA, ICAO, FHRAI, TAAI, IATO and UFTAA.

Section 2: Tourism Resources

Concept of Resource, Attraction and Product in Tourism, Tourism Products: Typology and Unique Features, Natural Tourism Resources of India: Existing Use Patterns 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 (Parasailing, Paragliding, Ballooning, Hand Gliding, Etc.), Wildlife Tourism and Conservation of Popular Wildlife Species in India, Tourism in National Parks, Wildlife Sanctuaries and Biosphere Reserves.

Cultural Tourism Resources in India: Indian Culture and Society Indian History---Ancient, Medieval and Modern.

Section 3: Transportation

Landmarks in the Development of Transport Sector and the Consequent Socio---Economic Development, Cultural and Environmental Implications, Tourism Transport System

Air Transportation: The Airlines Industry: Origin and Growth, Air Transport Industry In India: DGCA and Other Key Players, Regulatory Framework, Air Corporation Act, Indian Carriers: Operations, Management and Performance.

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.

Rail Transport Network: Major Railway Systems of World---British Rail, Euro Rail and Amtrak, Types Of Special Package Offered by Indian Railways to Tourists, Indrail Pass, Palace On Wheels and Royal Orient.

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.

Section 4: Tourism Marketing

Needs, Wants, Demands, Products and Markets, Marketing Management Philosophies: Production and Product, Selling, Marketing and Societal Perspectives, Economic Importance Of Marketing, Tourism Marketing, Service Characteristics of Tourism, Unique Features of Tourist Demand and Tourism Product, Tourism Marketing Mix, 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, Product and Product Strategies, Product Line, Product Mix, Branding and Packaging, Marketing of Airlines, Hotel, Resort, Travel Agencies and Other Tourism Related Services

Section 5: Tourism Planning

Origin, Concept and Approaches, Levels and Types of Tourism Planning: Sectorial, Spatial, Integrated and Complex, Centralized and Decentralized, Destination 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.

Tourism Impacts and Need for Sustainable Tourism Planning, Socio---Cultural, Economic and Physical, Tourism Carrying Capacity and Environmental Impact Analysis (EIA).

Section 6: Management of Tourism

Concept, Nature, Process and Functions, Management Levels, Managerial Skills and Roles

Planning: Nature and Purpose, 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 Organization 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