

Faculty of Social Sciences
Pre- Ph. D Examination
Tourism Management

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TOURISM MANAGEMENT SYLLABUS

PRE- Ph. D

Paper-I: RESEARCH METHODOLOGY

- Unit-I: Defining Research and its Significance - Types of Research - Nature and Scope of Research in Tourism. Major Areas of Research in Travel and Tourism Challenges and Strategies in Tourism Research - Contemporary Trends - Status of Tourism Research in Indian.
- Unit-II: Research Design: Guiding Principles in Selection of Research Problems - Formulation of Hypothesis, Identifying the Objectives- Data Collection - Field Procedures: Techniques of Data Collection and their Evaluation: Observation Technique: Personal and Telephonic Interview, Mail Survey, Questionnaire Method.
- Unit-III: Research Methodology - Analysis of Data - Synthesis and Exposition - The Writing of Research Report - Short Reports - Long Reports - Research Report Format - Writing Considerations.

Reading Material:

1. Fetter B. Robert & Claude Macmillan: Business Research methods, Richard D.Irwin, INC 1980 (revised edition)
2. Smith, Stephen, L.J.: Tourism Analysis: Longman Scientific and Technical 1989.
3. Edward A: Techniques of Attitude scale construction, Appleton century Crafts New Delhi.
4. Engle J.F. Fiorillo: Market Segmentation: Concepts & Application H.F. Cayley M.A Hotlt, Rinechart & Winston, New York, 1972.

Model Paper

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PAPER-I: RESEARCH METHODOLOGY

Time: 3 Hours

Max. Marks: 100

Note : Answer All questions : All questions carry equal marks

1. (a) Explain the Types of Research in Tourism and analyse its significance in Tourism Promotion.
or
(b) Examine the Challenges and Strategies in Tourism Research.
2. (a) Discuss the Significance of Research Design in Tourism
or
(b) Explain the Techniques of Data Collection in Tourism
3. (a) Examine different stages in the analysis of the Data Collection in Tourism Research
or
(b) Explain the Research Report Format

Paper - II: FUNDAMENTALS OF TOURISM

- Unit-I: Tourism-Definition-Meaning - Nature Elements of Tourism-Significance of Tourism - Tourism through the Ages - Growth of Tourism in India and Abroad-Factors influencing growth of Tourism.
- Unit-II: Transport, Accommodation and Tourism Marketing:
(a) Modes of Travel and Transport- Role of Transport in Tourism Development.
(b) Accommodation: Various types of accommodation, Hotels, Star Hotel, Heritage Hotels, Motels, Youth Hostels, Inns, Food and Beverages etc.
(c) Tourism Marketing – Advertising, Promotion and Publicity - Role of media, Various Types of Media and Media Research - The Concept of Marketing in Tourism-Marketing Research - Tour Packing and its Principles.
- Unit-III: Travel Agency– Tourism, Travel Regulations and Organizations:
(a) Travel Agency- Definition-Main functions - Different types of Travel agencies Tour operators & their responsibilities. Procedures for becoming a travel Agent and Tour operator in India. Guides and Escorts.
(c) Tourism Regulations: Inbound, Out bound Travel Regulations - Pass Port, Visa, Customs, Currency, Insurance, Health.
(d) Organizations in Tourism Industry-The Role of National and International Tourism Organizations - ITDC, STDC, IATA, PATA, WTO etc.

Reading Material:

1. A.K. Bhatia: Tourism Development.
2. A.K. Bhatia: International Tourism.
3. Pran Nath Seth: Successful Tourism Management
4. Philip Kotler: Marketing Management
5. Anand M.M. : Tourism and Hotel Industry in India.
6. Negi M.S : Tourism and Hostelling.

