

# **Dr. Babasaheb Ambedkar Marathwada University Aurangabad**

Syllabus for (PET- Exam) for PhD in Tourism Administration (2021)

## **Paper II : Tourism Administration**

### **Unit-I Tourism Concepts and Practices**

Tourist, Visitors, Travelers, Excursionist- Definition and Differentiation, Tourism recreation and Leisure inter-relationship. Tourism components, Element and Infrastructure Types and typologies of Tourism.

**Emerging Concept:** Medical Tourism, Eco Tourism, Rural Tourism, Agri Tourism, Farm Tourism, Green Tourism, Wilderness Tourism, Film Tourism, MICE tourism, Countryside Tourism, Caravan Tourism, Adventure tourism, Golf tourism, Light house tourism, Fort tourism, Ambedkar tourism, Sufi tourism, Special interest tourism etc.

**Tourism Trends:** Growth and development over the year and factors responsible therein. Changing market destination pattern, traffic flows. Receipt trends. Travel motivator and deterrents. Pull and Push forces in tourism.

Linkage and Channels of distribution in tourism.

**Tourism organization/ institutions:** Role and functions of Important Tourism Organizations in development and promotion of Tourism - UNWTO, IATA, ICAO, UFTAA, ASTA, PATA, WTTC, IHA, TAAI, IATO, FHRAI, ITDC, ICPB, State Tourism Development Corporations, Airport Authority of India, Archeological Survey of India, Ministry of Tourism, Culture, Railways, Civil Aviation of Government of India.

### **Concept of resource, Attraction and product in tourism, Tourism products:**

Typology and unique features.

**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).

**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 lightening etc), Tourist activities, Wildlife-Tourism a conservation related issues Occurrence and distributions of popular wildlife species in India. National parks, wildlife sanctuaries and biosphere reserves (case of Dachigam, Tadoba, Melghat, Sanjay Gandhi

National Park, Periyar, Corbett, Kaziranga, Kanha, Gir, Ranthambore, Sundarban, Shivpuri, Manas, Nanda devi Valley of flower reserve).

Tourism and nature conservation-conflict, Symbiosis and Synergy.

**Cultural Tourism resources in India:** Indian culture and Society Indian History-Ancient, Medieval and Modern.

Tradition, customs and costumes, Life Style and Settlements patterns, Food habits and cuisines, Music, Musical instruments and Dance Forms, Daring and Painting, Craftsmanship.

Religion, Religious observances and important Pilgrim destination, Pilgrimage and tourism interrelationship.

**Architectural Heritage**-Forts, Palace, Rock cut cave temples (Ajanta & Ellora), Other architectural marvels - Location and Unique features.

All Tourism Products /Attractions / Sites of Maharashtra

Guest host relationship theories, Social and Cultural disparities, Visitor Management at Indian Cultural sites.

**Earth's movement;** Latitude, Longitude; Areas, Sub Areas and Sub Regions as per International Air Transport Organization (IATA), IATA Three Letter City Code, Two Letter Airlines and Airport Code, International Date Line, Time Zones, Greenwich Mean Time, Calculation of Local Time, Flying Time, Grounding Time, Elapsed Time, Daylight Saving Time.

**World Geography** - Climate & Vegetation of North, South and Central America – Europe – Africa - Asia & Australasia, Elements of weather and climate, Impact of weather and climate on tourist destinations, Climate and Vegetation of India, Physical Geography of India - Distribution of Rivers, Mountains, Plateaus & Plain area, Coastal area, Deccan, major lakes, deserts.

**Tourists Movement** - Demand and origin factors; destinations and resource factors; Contemporary trends in international tourists movements, Environment Act – Environment rules – Environmental Impact Assessment (EIA), Environmental Information System (EIS), Environmental Management System (EMS) & Carrying capacity, Forest Act – Forest Conservation Act – Wild life Protection Act,

## **Unit-II : Hospitality industry**

Concepts, types and typologies, Linkage and Significance a 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 gradation of hotels, Organisational Structure Functions ad Responsibilities of the various departments of a standard hotel/other catering outlets viz bars, restaurants, fast food centres, In-flight catering.

Leading Multinational hotel chains operating in India-Requirements, Training facilities Constraints and Scope.

Fiscal and non-fiscal incentives available to hotel industry in India, Ethical legal and regulatory aspects.

**Unit-III Travel Agencies and Tour Operators Business:**

Origin, Growth and development. Definition, Major Online Travel Agencies & Tour Operators in India, Differentiation and linkages, Organization and functions, Travel information counselling, Itinerary preparation, reservation, costing /pricing. Marketing of tour package Income sources

**Airlines Ticketing:** Operational perspective of ticketing-ABC codes Flight scheduling, Flying time, and MPM/TPM calculation 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

**Cargo handling:** Baggage allowance, free excess baggage, Weigh and piece concept, Accountability of lost baggage, Dangerous goods, Cargo rates ad valuation charges Automation and airport procedures

Requirements for setting up team agency and tour operation a business

Approval from organization and institution concerned, Incentives available Indian context, constraint and limitations

**Transportation:**

Dynamically changing needs and means

Landmarks in the development of transport sector and the consequent socioeconomic, cultural and environmental implication, .Tourism transport system.

**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

**Air Transport Industry in India**-DGCA and other key players, Regulatory Framework,  
**Indian Carriers**- Operations Management and performance, marketing strategies of Air India

**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

**Rail Transport Network-major Railways system of world**-British Rail, Euro Rail and Amtrak

**Type of Special Package offered by Indian Railways to tourists**-Indrail pass Palace on wheel and royal client

Reservation procedure, GSAs abroad

**Water Transport system in India**-Historical pats, Cruise ships, Ferries, Hovercraft, River and canal boats, Fly cruise, Future prospects

**Types of Itinerary** - Resources and Steps for Itinerary Planning, Tour Costing: Tariffs, FIT & GIT, Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Preparation of Feedback or Guest Comment Sheet, Analysis of Comments of Guest, Tour Guides & Escorts, WATA guidelines; Relation with service suppliers; Travel agency appointments; International regulations.

**Unit-IV Tourism Marketing and Management:**

**Marketing:**

Concept of Goods & Services; Characteristics of Service; Salient features of Marketing Services: Services Marketing – Concept, Need & Significance, Types of Tourism Services, Tourism Marketing Environment, Strategic Planning and Marketing Process, Organizing and Implementing marketing in the Tourism Organization. Service Quality, Gap Model of Service Quality. Marketing Research. Market Segmentation - Targeting and positioning for competitive advantage; Relationship Marketing; Familiarization Trip.

**P's of Tourism Marketing-** Product, Place, Price, Promotion, Physical Evidence, People, Process & Packaging, Designing Tourism Product – Branding and Packaging, Product Development – Product Life Cycle & Its Various Stages, Pricing Strategies and Approaches, Advertising – Sales Promotion – Publicity – Personal Selling, Tourism Distribution Channels, Cooperation and conflict Management. Global Marketing, Direct Marketing, Social Media & Digital Marketing, Green Marketing, Corporate Social Responsibility, Marketing Ethics & Consumerism.

**Destination Image Development** - Attributes of Destinations, Destination resource analysis, measurement of destination image - Destination branding perspectives and challenges- Creating the Unique Destination Proposition - Place branding and destination image - Destination image formation process; unstructured image -Product development and packaging - Institutional Support & Public Private Partnership in Destination Marketing.

### **Tourism 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 ad approaches, Level ad 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. 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 Information systems: Automation of manual system Data Processing stages, Evolution from EDOP to MIS 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

### **Unit V : Tourism Planning –**

Role of Govt. public and private sectors in formulation of tourism policy;

Role of international, national, state and local tourism organizations in carrying out tourism policies.

Tourism planning for thrust areas, special tourism areas & zones identified by Ministry of Tourism, Government of India.

Sustainable tourism development, Pro-poor Tourism and Community Participation; Responsible tourism.

**Tourism Policy** - Factors influencing tourism policy; National Tourism Policy, Levels of Tourism planning - International, national, regional, state and local, the traditional, approach and PASLOP method of tourism planning; important feature of five year tourism plans in India; Elements Agents, Processes and typologies of tourism development; State tourism policies. National Planning Policies for Destination Development- WTO Guidelines for Planners - Role of urban civic bodies: Town planning -Characteristics of rural tourism planning.

Economic System and Its Impact on Tourism Development, Macro & Micro Economic System, Demand & Supply, Determinants , Measurement of Tourism Demand, Forecasting, Methods of Demand Forecasting, Inflation, Recession, Savings & Investment, Export & Import, Multiplier Effects &Its Types, Displacement Effect, Costs and Benefits of Tourism, Monetary Policy- Repo Rate, Reverse Repo Rate, Cash Reserve Ratio(CRR). A case study of Ajanta – Ellora Development Project.

**Tourism planning and policy perspective, planning at International,national, state and regional levels.**

Tourism and Sustainable Development Goals,

**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)

Case study of Ajanta – Ellora Development Project (Planning and Management).