

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

External

Inbox

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Sat, Jun 29, 4:00 PM (2 days ago)

to me, v_humbe

Sir/ Madam

As per the letter no 2455 dated 24.06.2024 , kindly find attached the Syllabus for (PET- Exam) for PhD in Tourism Administration designed by Dr Madhuri Sawant and Dr Rajesh Ragde

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Section - A

Syllabus Paper – I Research Methodology

1. Foundations of Research: Meaning, Objectives, Motivation, Utility. Concept of theory, empiricism, deductive and inductive theory. Characteristics of scientific method – Understanding the language of research – Concept, Construct, Definition, Variable. Research Process.
2. Problem Identification & Formulation – Research Question – Investigation Question – Measurement Issues – Hypothesis – Qualities of a Good Hypothesis – Null Hypothesis & Alternative Hypothesis. Hypothesis Testing – Logic & Importance
3. Research Design : Concept and Importance in Research – Features of a good research design – Exploratory Research Design – concept, types and uses, Descriptive Research Designs – concept, types and uses. Experimental Design: Concept of Independent & Dependent variables.
4. Qualitative and Quantitative Research: Qualitative research – Quantitative research – Concept of measurement, causality, generalization, replication. Merging the two approaches.
5. Measurement : Concept of measurement– what is measured? Problems in measurement in research – Validity and Reliability. Levels of measurement – Nominal, Ordinal, Interval, Ratio.
6. Sampling: Concepts of Statistical Population, Sample, Sampling Frame, Sampling Error, Sample Size, Non Response. Characteristics of a good sample. Probability Sample – Simple Random Sample, Systematic Sample, Stratified Random Sample & Multi-stage sampling. Determining size of the sample – Practical considerations in sampling and sample size.
7. Data Analysis: Data Preparation – Univariate analysis (frequency tables, bar charts, pie charts, percentages), Bivariate analysis – Cross tabulations and Chi-square test including testing hypothesis of association.
8. Use of tools / techniques for Research: methods to search required information effectively, Reference Management Software like Zotero/Mendeley, Software for paper formatting like LaTeX/MS Office, Software for detection of Plagiarism.

Dr Babasaheb Ambedkar Marathwada University

Chhatrapati Sambhaji Nagar

Syllabus for (PET- Exam) for PhD in Tourism Administration (2024)

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, Wildness 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, Archaeological 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 Dachigham, Tadoba, Melghat, Sanjay Gandhi

Hotel and Hoteliering-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 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

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 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, 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

SECTION A

RESEARCH METHODOLOGY

UNIT I	<p>An Introduction ,Meaning of Research ,Objectives of Research ,Motivation in Research ,Types of Research ,Research Approaches ,Significance of Research , Research Methodology, ,Research Methods versus Methodology , Research and Scientific Method , Importance of Knowing How Research is Done ,Research Process , Criteria of Good Research , Problems Encountered by Researchers in India.</p> <p>Research Problem, Selecting the Problem, Necessity of Defining the Problem, Technique Involved in Defining a Problem, Hypothesis formulation.</p>
UNIT II	<p>Research Proposal, Purpose of Research Proposal, Types of Research Proposal, Development of Research Proposal, Contents of research Proposal, Evaluation of Research Proposals.</p> <p>Meaning of Research Design, Need for Research Design , Features of a Good Design ,Important Concepts Relating to Research Design ,Different Research Designs ,Basic Principles of Experimental Designs ,Conclusion ,Developing a Research Plan</p>
UNIT III	<p>Census and Sample Survey ,Implications of a Sample Design ,Steps in Sampling Design ,Criteria of Selecting a Sampling Procedure ,Characteristics of a Good Sample Design ,Different Types of Sample Designs ,Random Sample, Random Sample from an Infinite Universe, Complex Random Sampling Designs, Need for Sampling ,Some Fundamental Definitions ,Important Sampling Distributions ,Central Limit Theorem ,Sampling Theory ,Sandler's A-test ,Concept of Standard Error ,Estimation ,Estimating the Population Mean () μ, Precision Rate and Confidence Level.</p> <p>Measurement and Scaling Techniques, Collection of Primary Data ,Observation Method ,Interview Method ,Collection of Data through Questionnaires ,Collection of Data through Schedules ,Difference between Questionnaires and Schedules ,Some Other Methods of Data Collection ,Collection of Secondary Data ,Selection of Appropriate Method for Data Collection ,Case Study Method , Guidelines for Constructing Questionnaire/Schedule, Guidelines for Successful Interviewing, Difference between Survey and Experiment</p>

UNIT IV Processing Operations ,Some Problems in Processing ,Elements/Types of Analysis ,Statistics in Research ,Measures of Central Tendency ,Measures of Dispersion ,Measures of Asymmetry (Skewness) ,Measures of Relationship ,Simple Regression Analysis ,Multiple Correlation and Regression ,Partial Correlation ,Association in Case of Attributes, Other Measures, Analysis of Variance and Covariance

Basic Concepts Concerning Testing of Hypotheses ,Procedure for Hypothesis Testing ,Flow Diagram for Hypothesis Testing ,Measuring the Power of a Hypothesis Test ,Tests of Hypotheses ,Important Parametric Tests ,Hypothesis Testing of Means ,Hypothesis Testing for Differences between Means ,Hypothesis Testing for Comparing Two Related Samples ,Hypothesis Testing of Proportions ,Hypothesis Testing for Difference between Proportions ,Hypothesis Testing for Comparing a Variance to, Some Hypothesized Population Variance ,Testing the Equality of Variances of Two Normal Populations ,Hypothesis Testing of Correlation Coefficients ,Limitations of the Tests of Hypotheses, Important Nonparametric or Distribution-free Test ,Relationship between Spearman's r_s and Kendall's W ,Characteristics of Distribution-free or Non-parametric Tests ,Conclusion, Chi-square Test

UNIT V Growth of Multivariate Techniques, Characteristics and Applications , Classification of Multivariate Techniques , Variables in Multivariate Analysis, Important Multivariate Techniques ,Important Methods of Factor Analysis ,Rotation in Factor Analysis , R-type and Q-type Factor Analyses, Path Analysis

Meaning of Interpretation, Why Interpretation? , Technique of Interpretation:, Precaution in Interpretation , Significance of Report Writing , Different Steps in Writing Report , Layout of the Research Report , Types of Reports, Oral Presentation ,Mechanics of Writing a Research Report , Precautions for Writing Research Reports