

ALIGARH MUSLIM UNIVERSITY
SYLLABUS FOR Ph.D. (TOURISM) ENTRANCE TEST
DEPARTMENT OF COMMERCE

Section B:(TOURISM AND HOSPITALITY)

Introduction to Tourism

Definition, history, concept and different forms, socio-cultural significance of tourism. Recreation and Tourism, distinction between excursionist, visitor and traveller. Basic components and elements of tourism, Factors affecting tourist inflow.

Introduction to Hotel Industry

Historical background, Present Scenario of hotel industry in India, Hotel Organization structure. Forms of Hotel ownership (Franchise and Chain Operation, Sole Proprietorship, Partnership, Company), Economic significance of Hotel Industry in India. Future trends. Emerging Challenges before hotel industry in India.

Economic Significance of Tourism

Economic Development and Tourism. National Income and Tourism. Demand and Supply in Tourism: its unique features, Cost/Benefit Analysis of Tourism, Break-even Analysis, Multiplier effect.

Tourism Planning and Theories

Models - Sectoral, Spatial and Integrated. Tourism complex planning. Butler's TALC model, Leiper's Tourism system model, Gunn's model of tourism, Plog's psychographic model.

Management Concepts

Nature, Functions and Scope of Management in tourism industry, Contribution of Taylor and Fayol, Management Process, Managerial Roles and Skills, Functions - Planning, Organizing, Staffing, Coordinating and Controlling. Decision Making - Concept, Process, Techniques and Tools. Techniques in Management and their applicability in Tourism organizations. Business Ethics and Corporate Social Responsibility.

Organizational Behaviour

Significance & Theories, Individual Behaviour - Personality, Perception, Values, Attitude, Learning and Motivation, Group Behaviour - Team Building, Leadership, Group Dynamics Interpersonal Behaviour & Transactional Analysis, Organizational Culture & Climate, Work Force Diversity and Cross Cultural Organizational Behaviour, Stress Management.

Human Resource Development

Concept, Role and Importance. Structure of HR Department in Hotels, Airlines and Travel Agencies, Relationship between Human Resource Management and HRD, Role and Competencies of HRD professionals in dynamic business world. Human Resource Planning: Meaning, Nature, Need and Importance, Process and Objectives. Instruments of Human Resource Development: Education, Training and Development, Job Enrichment, Career Planning and Development, Team Building, Leadership Development, Recruitment and Selection procedures, Placement, Induction, Performance Appraisal, Transfer and Promotion.

Global Business Environment

Meaning and constituents of Environment (external and internal environment); Factors influencing environment; Environmental analysis-meaning and process and limitations. Globalisation: Meaning, nature and reasons for globalization; Process of globalization / internationalization; Benefits and problems of globalization; Globalization in tourism and hospitality; Drivers of globalization; Impacts upon hospitality and tourism.

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Business Communication

Nature, Process and Importance of Communication, Types of Communication (Verbal and Non Verbal), Different forms of Communication. Barriers to Communication: Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers.

Tourism Product and Resources

Conceptual meaning of tourism products, difference from other types of consumer products. Elements and Characteristics of Tourism Products, Tourism Production systems, Typology of Tourism products. Natural Resources: meaning and types. Flora and fauna, national parks, wildlife sanctuaries, biosphere reserves, mountains, beaches, coastal areas, rivers, lakes, water bodies, plateau, desert (of India).

Indian Society and Culture

Traditional Arts and Crafts, Cuisines: variations . Fairs and Festivals. Folk Culture : music, dance, folklores. Indian people and society : Diversified nature and composition, Unity in Diversity. Traditions and customs, Pilgrimages and traditional beliefs. Handicrafts of India.

Heritage Tourism

Introduction and definition of heritage tourism. Relationship between culture, heritage and tourism. History and growth of heritage tourism in India. Impact of heritage tourism on India. Challenges of heritage tourism in India. Heritage tourism: conservation and management.

Tourism Entrepreneurship

Types of Entrepreneurs in Tourism Industry, Entrepreneurial Competencies, Women Entrepreneurship and Rural Entrepreneurship. Intrapreneurship - Concept and Process, Entrepreneurship Development - Concept, Types, Theories and Process. Innovations in Business: Types of Innovations, Creating and Identifying Opportunities, Screening of Business Ideas, Business Plan and Feasibility Analysis - Concept and Process of Technical, Market and Financial Analysis.

Tourism Geography

Importance of Geography in Tourism, International Dateline, Time Zones, Latitude, Longitude. Physiographic regions of India, Important tourist circuits (Desert circuit, Golden triangle, Buddhist circuit, Himalayan circuit) and their geography. Impact of weather and climate on tourist movement.

Tourism Marketing

Difference between 'Product Marketing and Tourism Marketing. Tourism Marketing Mix: 8 P's of Marketing; Tourism Markets: International and Domestic Market Segmentation, Various Promotional Techniques in Tourism Marketing. Internet Marketing: Introduction, Scope of Internet Marketing, Challenges in developing and managing Internet Marketing Strategy, Social Media & Digital Marketing. Marketing of Tourism Services: Global Marketing, Direct Marketing, Green Marketing, Marketing of Destinations, Airlines, Hotels, Resorts, Travel Agencies, Events and other Tourism sub-sectors and products.

Accounting and Finance for Tourism

Basic Accounting Records, Books of Accounts, Double Entry System, Journal, Ledger, Trial Balance, Cash Book. Hotel and Travel Agency Accounting. Types of budget, preparation of budget. Working Capital Management: Meaning, scope, need and importance. Financial Management: Meaning, scope, need and importance.

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Eco-Tourism and Sustainable Development

Relationship between Tourism and Ecology. Ecotourism: evolution, principles, trends and functions of Ecotourism. Sustainability and Climate Change issues in tourism. Sustainable Tourism: meaning, definition, basic concepts. Benefits and issues of Sustainable Tourism Development. Eco and Sustainable Tourism practices in India.

Travel Agency and Tour Operations

Definition of Travel Agent and Tour Operators, distinction between agent and tour operator. Growth and development of travel agencies and tour operators in India and worldwide, types of travel agencies and tour operators, role and contribution of travel agencies and tour operators in the growth and development of tourism industry. Functions of Travel Agents and Tour Operators, Preparation of Itineraries, Tour packaging, Types of Package tours.

National and International Tourism Organizations

Role and contribution of various national and international organizations in the development of tourism industry: IATO, TAAI, IATA, PATA, ASTA, UFTAA, UN Tourism, FHRAI, TFCI

Business Tourism/MICE

Definition and Nature of Business Tourism, Types, Structure of Business Tourism, Incentive Travel, Demand and Supply of Business Tourism, Significance of Business/Event tourism. Introduction to MICE: MICE as a supplement to Tourism. Nature and demand of Conference markets: Economic and social significance of Conventions. Event as a Tourism Product: Definition. 5C's of Events, Event designing, advantages offered by Events. Key elements of Events, Relationship between Events and Tourism Industry. Individual Events and Corporate Events.

Transport and Tourism

Evolution of Transportation Systems; Role of Transportation in Tourism; Major transport systems in India – Rail, Road, Air and Water transport; Past and Present scenario.

Surface Transport: Luxury and express trains in India, Mountain Railways, Toy trains, Roadways, Highways, Expressways.

Water Transport System: Cruise ships, ferries. Major cruise lines of the world and India, their services.

Air Transport: Types of Airlines, Major Airlines of India, Low Cost Carriers of India. Airline Business in the World: Major Air Carriers and Major Low-cost Airlines, Air Charter Services.

Aviation Management

History, Open sky policy, International Conventions: Warsaw Convention, Chicago Convention. Functions and Role of ICAO, IATA, DGCA and Airports Authority of India. Airport Management: Travel Documentation, Airport Facilities, Check-in formalities, In-flight services, Classes of service and comfort, Special passengers. Baggage handling: procedures and practices.

Trends in Tourism

Reasons to keep up with latest travel trends. Bleisure Tourism, Automation in Tourism and Travel Industry, Personalized travel experiences, Transformative travel, Wellness travel. The return of extended, long-distance trips, Experiential tourism, Staycations, Workations, Internet of things.

