

Syllabus for the Ph.D. Entrance Examination

Tourism (Discipline-Specific Paper)

Course Description

This paper evaluates the candidate's conceptual understanding, analytical skills, and research readiness within the domain of Tourism Studies. The syllabus encompasses the multifaceted dimensions of tourism including tourism concepts, planning, hospitality operations, destination development, sustainable practices, travel geography, and tourism policies. Emphasis is also placed on contemporary issues, global trends, and research methodology relevant to tourism scholarship.

Learning Outcomes

After successfully preparing for this exam, candidates will be able to:

- Demonstrate a strong foundational understanding of key concepts, theories, and models in tourism.
 - Analyze tourism systems, destination development processes, and stakeholder dynamics.
 - Evaluate tourism planning, policy frameworks, and sustainable tourism practices.
 - Apply managerial insights to hospitality, travel, and tourism operations.
 - Utilize research skills to investigate tourism issues and contribute to academic and industry knowledge.
 - Examine global trends, challenges, and innovations shaping the tourism sector.
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Detailed Syllabus

Unit I: Fundamentals of Tourism

1. Meaning, nature, and scope of tourism
2. Historical development of tourism – global and Indian context
3. Types and forms of tourism – leisure, adventure, medical, eco, cultural, etc.
4. Components of tourism – attractions, accessibility, amenities, accommodation, and ancillary services

5. Tourism system models – Leiper, Gunn, and Butler’s TALC
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Unit II: Tourism Products, Geography, and Destinations

1. Natural and man-made tourism products
 2. World geography for tourism – continents, major destinations, transportation routes
 3. Indian tourism geography – important states, circuits, and attractions
 4. Destination image, branding, and competitiveness
 5. Festival tourism, heritage tourism, rural tourism, and ecotourism
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Unit III: Tourism Planning, Policy, and Sustainable Development

1. Principles and approaches to tourism planning
 2. Destination planning process – stakeholder roles and community participation
 3. National Tourism Policy of India and global tourism policies
 4. Sustainable tourism development – principles, indicators, and frameworks
 5. Responsible tourism, carrying capacity, impact assessment (environmental, socio-cultural, economic)
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Unit IV: Hospitality, Travel Agency Operations, and Tourism Management

1. Structure and functioning of the tourism industry
 2. Hotel operations – front office, housekeeping, F&B, revenue management
 3. Travel agency and tour operations – functions, itinerary planning, CRS/GDS basics
 4. Airline operations, ticketing concepts, travel documentation
 5. Tourism marketing – segmentation, branding, promotion, tourist behaviour
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Unit V: Research Methodology & Contemporary Issues in Tourism

1. Types, purposes, and approaches to tourism research
2. Research problem identification, hypothesis formulation, and research design
3. Sampling, data collection tools, and quantitative/qualitative methods
4. Data analysis, interpretation, and report writing
5. Emerging trends – digital tourism, smart tourism, MICE, sustainable travel, tourism technology, global challenges (pandemics, climate change)

Suggested Reading

- Charles R. Goeldner & J.R. Brent Ritchie – *Tourism: Principles, Practices, Philosophies*
- Chris Cooper et al. – *Tourism: Principles and Practice*
- Stephen Page – *Tourism Management*
- A.K. Bhatia – *The Tourism Development: Principles and Practices*
- Sunetra Roday – *Tourism Operations and Management*
- C.R. Kothari – *Research Methodology: Methods and Techniques*
- UNEP & WTO – *Tourism and Sustainability Reports*