

COURSE WORK FOR Ph. D IN TOURISM MANAGEMENT

The Ph.D Course for Tourism Management shall consist of two papers, **with One compulsory paper and One optional paper**. The optional paper will be selected by the candidates out of the four papers. The list of the papers for the course is as under:-

COMPULSORY PAPERS:-

1. Research Methodology

OPTIONAL PAPERS:- (One to be selected)

1. Fundamentals of Tourism
2. Destination Planning and Management
3. Tourist Resources of India
4. Tourism Marketing

Note: Each paper will be of 100 marks consisting of 70 marks for theory paper and 30 marks for internal assessment.

INSTRUCTIONS TO PAPER SETTER:-

1. Time allowed for attempting the question will be 3 hours.
2. There shall be 10 questions in all with 2 questions from each of the 5 modules.
3. All questions will carry 14 marks each.
4. Students are required to attempt 5 questions with one question from each section.

Compulsory Course

Compulsory Paper: Research Methodology

Module 1

Introduction to Business Research: The nature of Research: Identifying the underlying conceptual elements of the research issue: theoretical Approaches to Research Planning and Designing A Research Study: Choosing A Research Topic, Review of Literature. Types of Reviews, Sources of Research Literature. writing of Review.

Module 2

Problem Formulation - Problem Definition, Hypothesis Formulation, Casual Research, and Problem solving techniques: Logical approach, creative approach, Group problem solving techniques for idea generation – brain storming and Delphi method. Objectivity in research.

Module 3

Research Design: Different type of research Design: Rational behind choosing an appropriate research Design for different types of research Study, Sampling design, Probability and Non-Probability Sampling, Sampling and Non- sampling errors.

Module 4

Data Collection: Types and methods of data collection, Questionnaire: nature , Importance and uses: Issues Involved in Designing of Questionnaire, Web based Questionnaires : testing Validity and Reliability of Questionnaires. Attitude Measurement Scales. Data Preparation and Preliminary Analysis.

Module 5

Data Analysis and Interpretation: Parametric test: - z test, T test and F test and ANOVA, Non- Parametric Tests: Chi- Square Test, Mann Whitney test, Multimedia Analysis: Discriminate Analysis, Factor Analysis and Cluster Analysis, Application of computer Software /Ms Excel in data analysis. Report Writing: Bibliography & Citation, Structure and Compose of Research Report.

References

- Zikmund William, Business Research Methods, 7th Edition 2002 Cengage Learning Publishers.
- Panner Selvam R ,Research Methodology 1st Edition 2009 PHI learning Publishers.
- Copper & Schinder, Business Research Methodology,11 Edition 2011 Mcgraw Hills Publishers.
- Murthy S.N & Bhojanna .U, Business research Methodology,3rd Edition ,2011 Excel Publishers.
- Bhattacharya Deepak Kumar. Research Methodology 2006 Excel Publishers.
- Kothari CR, Research Methodology, Methods & Techniques 2nd Edition,2004, New Age International Limited Publishers.

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Optional Courses

The student is required to opt for any ONE of the following

Optional Paper 1: Fundamentals of Tourism

Module 1

Historical development of tourism. Definition of Tourism. Distinction between Tourist-Traveler-Visitor-Excursionist. Tourism system: Nature, characteristic. Types and Forms of Tourism. Concept of Tourism product, its components and characteristics. Tourism Motivations.

Module 2

Old and New tourism. Demand and Supply in Tourism. Domestic and International tourism: Domestic tourism: features, patterns of growth. Global International tourism scenario . Factors inhibiting and facilitating the growth of tourism in India and worldwide.

Module 3

Tourism Impacts: Positive and Negative Impacts of Tourism; Socio Cultural, Economic and, Environmental. Models for tourism impact measurement. Concept of carrying capacity, criteria for establishing carrying capacity. Sustainability and tourism.

Module 4

Tourism organizations: UNWTO, PATA, IATA. Structure and role of Ministry of Tourism, Govt of India, and ITDC.

Module 5

Map Work. Location of important lines of longitude and latitude, water bodies and land masses on the world map. Location of important tourism destinations around the world. Three letter city codes of important tourism destinations.

References

1. Tourism: Principles and Practices. , Cooper, C, Fletcher, J, Gilbert, D and Wanhill, S. (2002): Addison: Wesley Longman Publishing, New York, USA.
2. Dynamics of Modern tourism- Ratandeep Singh, kanishka Publishers & Distributors
3. International Tourism Management: A.K. Bhatia,2001 Starling Publishers, Kanishka Publishers.
4. G.K.K Kamra & Prof. Mohinder Chand (2004), Basics of Tourism Theory, operations and practice.
5. Bhatia, A.K. (2006). The Business of Tourism: Concepts and Strategies. Sterling publishers.
6. Jayapalan, N. (2001). An introduction to tourism. New Delhi: Atlantic publishers.

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Optional Paper 2: Destination Planning and Management

Module 1

Tourism Planning: Evolution of Tourism planning, Importance of Planning, Planning process, planning approaches.

Module 2

Concept of tourism destination. Attributes of destinations, Types of destinations, Characteristics of destinations and destinations product. Principles of destination development. Stanley Plog's Model of Destination Preferences . Concept of Tourism Area life Cycle. Stages in destination development and Management. .Concerns for destination development Destination Management Systems

Module 3

Concept of Destination Image. -: Person's determined image, Destination determined image, measurement of destination image . Destination branding perspectives and challenges. Place branding and destination image - Destination image formation process.

Module 4

Destination Promotion and Publicity - Six 'A's framework for tourism destinations - Destination Marketing Mix and marketing strategies. Destination Competitiveness. Destination marketing alliances.

Module 5

Role of stakeholders in destination planning and management. Community involvement. Tourism Impacts and development. Challenges in destination management and marketing.

References

1. Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination branding: Creating the Unique Proposition, Butterworth and Heinemann Publishers.
2. Richard W. Butler (2006), the Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
3. C. Gunn (2002), Tourism Planning: Basic, Concepts and Cases. Cognizant Publication.
4. Krishnan, K.K. (2001): Managing Tourist Destination: Development, Planning, marketing, Policies, Kanishka Publishers Distributors, New Delhi-110002
5. Inskeep, E. (1991): Tourism Planning: An Integrated and Sustainable Development Approach, Van Nostrand Reinhold, New York publishers.

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Optional Paper 3: Tourist Resources of India

Module1

Concept of resource, Attraction and product in tourism. Tourism products : typology and unique features. Natural Tourism resources in India : Existing use patterns vis-à-vis potential with relation to varied landforms (mountains, deserts, beaches, coastal areas and Islands), Water bodies and biotic wealth (flora-fauna).

Module 2

Heritage – Meaning, types, of Heritage Tourism, Cultural Heritage of India: Religion & Philosophy. Indian Society Sociological Prospective, Heritage Management Organisations- UNESCO, ASI, ICOMOS, INTACH. Architectural Heritage of India : glimpses on the prominent architecture style flourished in different period. Different style of architecture in India - Hindu, Buddhist and Islamic. Selected case studies of World Heritage Sites in India; Ajanta and Ellora caves, Konark, Mahabalipuram, Khajuraho, Bhimbetka Rock shelters, Buddhist monuments at Sanchi.

Module 3

Pilgrimage Destinations: Hindu- Charo Dham Yatra, Jyotirlinga Yatra, Devi Yatra Vindhyachal (U.P.) Kamakhya (Assam), Vaishnavadevi, Kashi, Prayag, Gaya, Ayodhya, Mathura–Vrindavana, Allahabad, Ujjain, Hardwar, Nasik, Gangasagar.
Buddhist: Lumbini, Bodhgaya, Sarnath, Kushinagar, Sharavasti, Sankisa, Vaishali, Rajgriha, Kapilvastu, Nalanda, Sanchi, Ajanta. Jain: Kashi, Pavapuri, Shatrunjaya, Girnar, Mt. Abu, Sharavanbelgola, Palitana Muslim: Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri, and some important Mazars. Sikh: Patna, Nanded, Guru-ka-Tal (Agra), Amritsar.

Module 4

Natural Resources: Wildlife Sanctuaries, National Parks and Natural Reserves in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Valley of Flowers, Kanha, Kaziranga, Sasan Gir, Dachigam, Ranthambhore and Keoladeo Ghana). Hill Stations: Study of Hill Station attractions and their environs with case studies of Shimla, Mussoorie, Nainital, Munnar and Ooty. Beaches and Islands: Beaches in Goa, Kerala, Orissa. Andaman Nicobar & Lakshadweep islands.

Module 5

Important Museums, Art Galleries and Libraries. Performing art of India: classical dances, folk dances and folk culture. Various Indian Musical Instruments. Fairs and Festivals : Social, religious and commercial fairs of touristic significance. Handicrafts and textiles : important Indian handicraft objects and centres, craft melas, souvenir industry. Indian cuisine (gastronomy), regional variations.

References

1. Tejvir Singh, Jagdish, Studies in Tourism, Wild Life Parks and Conservation, 1982 Metropolitan Publishers, New Delhi.
2. Acharya, Ram, Tourism & Cultural Heritage of India, 2007 2nd Edition, RBSA Publishers.
3. Sheshadri, B., India's Wild Life and Tribal Life 1986, Sterling Publishers.
4. Bhardwaj, S. M., (1973), Hindus Places of Pilgrimage in India. A study of Cultural geography. University of California Press.

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Optional Paper 4: Tourism Marketing**Module 1**

Core concepts in Marketing, Needs, Wants & Demands, Products, Customer value & satisfaction, quality, exchange & transactions, markets and marketing. Approaches to Marketing-Tradition Vis-à-vis Modern. Sovereignty of consumer. Concept of Product in Tourism and special issues related to marketing of Tourism products. Difference, between Product marketing and service marketing. Nature classifications & characteristics of services and their marketing implications. Concept marketing.

Module 2

Tourism Marketing Mix-8 Ps. Methods of Pricing-the factors influencing the pricing decisions, pricing objectives, pricing policies. Unique features of tourist demand and tourism product. Product: Definition and levels, nature of tourism product, Stages of launching a new product, Product life cycle (PLC). Branding and packaging-conditions that support branding. Communication mix: Component of communication mix: Communication- mix in Tourism & Travel marketing. Communication: Concept and purpose of communication for an organization, process of communication, Barriers of effective communication. Promotion: Major tools of Promotion Mix- Word-of-Mouth Information, Advertising, Sales promotion, public relation, personal and social selling; Importance of Advertising in Tourism, Selection of message and media, Media timing. Distribution: definition; factor influencing in distribution policy, distribution system, the role of Travel Agency and Tour Operator as intermediaries of Tourism Industry

Module 3

Marketing information system & marketing research: Marketing Research – Objective and scope. Market Research-methods, research problem areas, marketing research in the tourism industry. Techniques of marketing research: Desk Research, Field investigations, checklist, questionnaire, Presentation of research findings, Use of Research findings significance of ‘Sources of Information’- Journals, periodicals, Magazines, newspapers, Directories, Guide books, maps and special reports. Documentation and Indexing of information. Consumer and consumer behaviour, Factors influencing the buying behaviour of consumers. Market segmentation and bases for segmenting consumers markets, targeting and positioning and market strategies

Module 4

Destination Planning and Product Diversification. Destination marketing. Necessary attributes for an ideal tourist destination, Destination life cycle, Marketing strategy for promotion and development of a tourist destination. Analysis and selection of market: Measuring and forecasting tourism demand; Forecasting methods, Managing capacity and demand. Market segmentation and positioning.

Module 5

Linkage in Tourism Marketing: Linkages in Travel and Tourism marketing between Accommodation, Transport, Travel and Tour sectors and Governments. Role of Public Sector Tourism Institutions in Tourism marketing. Marketing strategy in the new digital age ; E-Business, E-Commerce and E-Marketing. Complementary Marketing.

References

1. Kotler Philip, 1988 *Marketing Management Analysis, Planning Implementation, and Control*. Prentice Hall of India. New Delhi.
2. Briggs, Susan (1997). *Successful Tourism Marketing. A Practical Handbook*. Kogan Page, Publishers London.
3. Middleton- Victor T.C.(1994). *Marketing in Travel and Tourism*. Publishers.
4. Brunt, Paul- (1997). *Market Research in Travel and Tourism, Butterworth*. Heinemaun Publishers.
5. Hollway, J.C,(2004) *Marketing for Tourism. Prentice Hall Publishers*.

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