Entrance Test Syllabus for Integrated Ph.D. (For Tourism Students)

1. Tourism Principles and Practices:

Basics of Tourism: Concepts and Definitions, Types and Forms of Tourism Interdisciplinary approaches to the study of tourism, Leiper’s Model of Tourism, concept, Types and Features of Tourism Product, Major motivations and deterrents to travel, Historical Development of Tourism. Structure of Tourism: Introduction to the elements of Tourism, Accessibility, Importance of Transport services, Different means of transportation, Meaning and nature of Hospitality, Types of accommodation, Concept and Types of Attractions, Importance and types of amenities required in tourism. Impacts of Tourism: Concept of impact of tourism, Economic Impact - Tourism Revenue, Employment generation, Foreign Exchange Earning; Environmental Impacts – Positive and Negative, Environmental impact assessment, sustainable tourism development; Socio – cultural impact – Guest Host relationships, Regional development, National Integration, Cultural Exchange, Preservation and Protection of Culture, Peace through tourism. Tourism Organizations: Origin, Objective, Functions, Working and Activities of - World Tourism Organization (WTO), WTTC, IATA, PATA, Ministry of Tourism - GOI, ITDC, IHA, FHRAI, Department of Tourism - Government of J&K and JKTDC.

2. Management and Organisational Behaviour:


3. Travel Agency Management & Tour Operations:

4. Tourism Geography

Tourism Geography & Resource Mapping in Tourism: Fundamentals of Geography, Importance of Geography in Tourism, Weather and Climate, Climatic Regions of World, Map and its types, Map Science and its role in tourism, Remote Sensing & Geographical Information System and their application in Tourism. Occidental Tourism Geography: Destination knowledge of North America: United States of America, Canada, Mexico; Central America: Costa Rica; South America: Europe: Spain, Austria, Greece, Switzerland. Oriental Tourism Geography: Destination knowledge of Africa: South Africa, Kenya; Middle East: Saudi Arabia, United Arab Emirates; North & East Asia/ Pacific: China, Malaysia, Australia, and South Asia: India, Bhutan.

5. Hospitality Management:


6. Tourism Marketing:


7. Tourism Policy, Planning and Development:


8. Airline Ticketing:
Aviation Geography: Time Difference, Flight Time, Divisions of World by IATA, Global Indicators, OAG (ABC) Book Familiarisation, Minimum Connecting Time, Coding & Decoding of Country, City, Airport, Airline, Important Airlines and Airports of World & Fare Construction Terms. Passengers Documentation/Travel Formalities: Passport, Visa, Taxes, Currency regulation, Neutral Units of Construction, Custom Regulation and Baggage Rules. Air Fare Calculation: Types of Journeys; One way (OW), Round Trip (RT), and Circle Trip (CT), International Sales Indicators, Special Fares and Discounted Fares, Limitations on Indirect Travel, Journey in different classes, Credit Cards, Universal Air Travel Plan (UATP). Air Familiarisation of Air Tariff: Introduction to Fare Construction, Mileage Principles, Fare Construction with Extra Mileage Allowance (EMA) & Extra Mileage Principle, Highest Intermediates Point (HIP), Circle Trip Minimum (CTM), Back-haul Check and Add-ons.

9. Research Methodology:
Research Design: Meaning and significance of research, types of research, research ethics in social science research. Research design, important features, & steps. Types of research design, selection and formulation of research problem. Hypothesis: Nature & its role in social sciences. Testing of Hypothesis - Parametric and Non-Parametric Test Measurement and scaling techniques. Sampling Design: Census and sample survey, sampling techniques or methods, sample design and choice of sampling techniques, sample size, sampling & non-sampling errors, Data collection: Methods of collecting primary data, Various types of primary data. Data Processing: Introduction, editing of data, classification and coding of data, transcription, tabulation, graphical presentation of data. Data analysis; Measures of Central Tendency and Dispersion - Normal Distribution Correlation and Regression Analysis; t-test; F-test, Analysis of variance (ANOVA), Chi-square ($\chi^2$), Data Interpretation; Report Writing and Presentation, Art of citing references.

10. Accounting and Finance for Tourism Managers:
Introduction: – Concept and objectives, Accounting as source of information for tourism managers, internal and external users of Accounting information and their needs. Generally Accepted Accounting principles - Accounting concepts and conventions, journal and Ledger Posting: Accounting Cycle in tourism organisations; Double entry systems of accounting and usage of debit/credit in accounts; Recording of transactions; Books of original entry, Journal: Subsidiary books - Cash Book, Purchases book, Sales Book; Ledger: Meaning, utility format; posting from journal and Subsidiary books. Final Accounts: Trial Balance: Meaning, Objectives and Preparation, Meaning, features, uses and preparation of Trading Account, Profit & Loss Account and Balance Sheet of tourism organisations - Adjusting and Closing entries. Depreciation – concept and objectives. Introduction to Finance: concept, principles that form the basics in financial management, scope, goal of the firm; Time value of money- future value and present value computation, comparing P.V. with F.V; Cost of Capital- concept, significance, determining cost of specific sources of capital, the weighted average cost of capital. Capital Investment Decisions: concept and types of capital expenditures, capital budgeting process, Estimation of Cash Flows for investment analysis, Capital budgeting decision criteria: pay-back period and post pay-back method, present value and net present value method, internal rate of return: Capitalization and Capital Structure - Meaning, theories of capitalization, over and under capitalization; concept of capital structure, factors affecting capital structure, relevance of capital structure – net income approach and traditional approach, Irrelevance of capital structure - net operating income approach and MM hypothesis, EBIT
EPS analysis, Indifference point computation; Leverage: Financial, Operating Leverage and total leverage, Analysis and impact of leverage. Dividend Decision: Purpose of dividend decision, objectives of dividend policy, different dividend policies, forms of dividends, Dividend relevance theories: Walters Model, Gordon’s Model; Dividend relevance theories- M.M. Hypothesis; Valuation: Corporate dividend behavior and value of firm, Valuation of shares and bonds.

11. Human Resource Management in Tourism:


12. Ethical, Legal & Regulatory Aspects in Tourism:


13. Adventure Tourism Management:

Introduction: Meaning, evolution, definitions of adventure tourism, core characteristics of adventure tourism, the adventure tourist, the adventure tourism market, management issues in the business of adventure tourism, Guidelines for recognition or renewal for extension as an approved adventure tourism operator. Managing Adventure Tourism at macro level: Conservation and restoration of adventure destinations, adventure tourism for growing biodiversity hot spots, impacts of adventure tourism, management of adventure tourism, challenges of adventure tourism. River Tourism: River system, Meaning, nature and significance of river tourism, Motivations for river tourism, River expeditions: advantages, limitations, grading, training, experience requirements, Size of river, equipment, Research and planning: cost, map study, water volume, geology, access to support, contingencies, size of party, time management, portages, Administration and Safety guidelines. Wildlife Tourism: Meaning of wildlife, classification of wildlife tourism, key variables in classification of wildlife tourism, elements of wildlife tourism system, primary goals of major wildlife stakeholders, importance of wildlife tourism, zoo tourism, the market of zoo tourism, hunting and fishing tourism, understanding recreational hunter’s and fisher’s motivations & perspectives, Impact of hunting and fishing, impacts of wildlife tourism.
14. Heritage Tourism Management:

15. Aviation and Cargo Management:

16. Strategic Tourism Management:
Introduction: Nature, Scope, Significance and process of Strategic Management; Business Strategy; Different forms of strategy; strategy and tactics; Competitive advantages as focal point of strategy; strategic Intent; Dimensions of Strategic Decisions; Corporate level and business level Strategists and their role in Strategic Management. External Environmental Analysis: The general environment and the competitive environment; processes for analysing the external environment; Internal environmental analysis, Resource - Based view of the firm; developing the company profile-value chain framework; Methods for assessing internal strengths and weakness; SWOT Analysis. Strategy Formulation & Implementation: Corporate level Strategies; Expansion Strategies; Retrenchment Strategies; Generic Business level Strategies; Strategic analysis and choice; BCG Matrix; GE-Nine Cell Matrix; Grand Strategy Selection Matrix; Model of Grand Strategy Clusters. Strategy Implementation-7S Frame work for understanding implementation issues; Organizational Learning; Structures for Strategies, Organizational Leadership, and Corporate culture. Strategic Evaluation and Control.

17. Emerging Trends in Tourism:
Introduction: Growth of tourism in recent years. Domestic and global tourist traffic and tourism receipt patterns in contemporary context, Regional distribution of tourist traffic and tourism receipts; Regional disparities and tourism gap. Changing market-destination trends and the determining factors to this effect. Leading tourism markets and tourist destinations of the world. Emerging concepts in tourism: Ethnic tourism (Rural, Urban, Tribal, Agri and Farm Tourism etc.) Health and Medical Tourism; Spiritual tourism, Resort and holiday tourism, Green, Eco, and Wilderness tourism. Emerging trends: Factors responsible for changing tourism concepts
and tourist demand patterns. Impact of cultural, economic, political, technological, environmental and ecological perspectives on tourism; Future perspective & projections of domestic and international tourism; Tourism trends in SAARC region: India's performance in domestic and international tourism over the years; Existing inbound and outbound tourism trends, Effective and potential tourism markets of India, Reasons responsible for India’s poor share in International tourism, Present scenario of tourism in J&K.

18. Destination Management:

Tourism Destination: Definition, Concepts, and Perspectives. Typologies of Tourism Destination, Destination Visioning, Destination attractiveness and competitiveness; Destination Management Planning (DMP): concepts, benefits, characteristics, process. Destination Management Organisations (DMOs): Meaning, roles, importance, types; Destination Management Companies (DMCs); performance measurement; two roles of DMOs- IDD and EMD. Internal Destination Development (IDD): IDD activities; feasibility analysis; integrated quality management of destination; destination benchmarking; destination e-business and information management. External Destination Marketing (EMD): EMD activities; understanding travel trends, destination market research, destination positioning, image and branding; promotion of destination through special events. Destination Marketing Strategy and Plan. Global forces and impacts on destinations- safety and security, health, economic, accessibility. Critical success factors of destination management organizations.

19. Sustainable Tourism Development:

Sustainable Tourism Development: Principles, Major Dimensions of Sustainability; Tourism, Environment and Society: Tourism & the Natural Environment; Environmental Impacts of Tourism; Tourism & Resource Management; Ecotourism Theory & Practice; Tourism, Sustainability & Social Theory. Sustainable Tourism Planning (STP): Meaning & Principles of STP; Basic Concepts in Sustainable Design: Climate analysis, Locality analysis and Site analysis; Carrying Capacity Analysis; Zoning System. Instruments for Sustainable Tourism: Measurement Instruments; Command & Control Instruments; Economic Instruments; Voluntary Instruments & Supporting Instruments. Global Initiatives: Global Observatory on Sustainable Tourism (GOST); Global Sustainable Tourism Criteria & Council (GSTC), International Task Force on Sustainable Tourism; Agenda 21 for Travel and Tourism Industry.

20. Entrepreneurship Development in Tourism:


21. Tourist Transport Management:

Surface Transport System: Approved tourist transport operators, car hire companies including Rent-a-car and tour coach companies, Fare Calculation, Transport & Insurance documents, transportation cycle, calculation of rates for surface travel Regional Transport Authority, Road transport documentation and insurance, All India tourist transport permit, setting up of a tourist transport company. Scheduled and non-scheduled air services, LCC and its benefits, Factors likely to affect the future of air transport industry. Rail Transport System: Major railway system of world (British Rail, Euro Rail, Japanese Rail and Amtrak Orient Express), Tibetan Rail.
Indian Railways-Functioning and operations, Types of rail tours available in India, Indrail Pass, Major tourist trains - Palace on Wheels, Royal Orient, Fairy Queen, Deccan Odyssey and Toy Trains. GSA’s abroad. Water Transport System: An overview, Cruise ships, Ferries, Hovercraft and Boats, Terms used in water Transport, management strategies of Star cruise, Ocean Odyssey, Queens Mary -2, Major water based leisure practices and their features in India, Shikara; importance, types and Architecture.