Department of Management Studies
Syllabus for M.Phil/PhD/3Year Integrated PhD Entrance Test 2018

Tourism Management

Unit I

Unit II

Unit III
Travel Agency and Tour operations Business: Origin, Growth and development: Definition, Differentiation and linkages, organization and functions-Travel information counseling, itinerary preparation, Reservation, Tour costing/pricing, Marketing of tour packages, Income sources. Airlines Ticketing: Operational Perspectives of ticketing-ABC codes, Flight schedules, 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. Tourism Planning: Origin, concept and approaches. Levels and types of tourism planning-Sectoral, spatial, integrated, complex, centralized and decentralized, Product life cycle theories and their applicability in tourism planning, Urban and rural tourism planning. Tourism planning and policy perspectives; planning at national, state and regional levels. India’s tourism policy. Tourism planning process: objective setting, background analysis, detailed research and analysis, synthesis, goal setting and Plan formulation. Evaluation of tourism project-Project feasibility study; Plan implementation. Development and monitoring,
Tourism master plan. Tourism Impacts and need for sustainable tourism planning: Socio cultural, Economic and physical, tourism carrying capacity and environmental impact analysis (EIA).

Unit IV

Unit V

Note:
Syllabi comprises for both part-II (basic conventional questions) and part-III (Advanced higher value questions) of the entrance test.