

BHARATHIARUNIVERSITY- COIMBATORE

M.Phil./Ph.D.–TOURISM AND TRAVEL MANAGEMENT

PARTI-SYLLABUS

(For the candidates admitted from the academic year November 2020 onwards)

Paper	Course Title	Page No
I	Research Methodology	
II	Tourism Administration and Management	
III	<p>Specializations</p> <ol style="list-style-type: none"> 1. Tourism Marketing 2. Eco Tourism and Sustainable Development 3. Tourism Economics 4. Tourism Business 5. Human Resource Management 6. Hospitality Management 7. Customer Relationship Management 8. Airlines and Airport Management 9. Culture and Heritage Tourism 10. Niche Tourism 	

Paper-I:RESEARCH METHODOLOGY

Unit: I Meaning&Objectives of Research– Motivations in Research - Nature and Scope of Research - Types of Research and Research Design– Research Approaches - Research Process – Criteria of Good Research

Unit: II Concept & need - Problem Identification - Steps in defining Problem - Review of Literature - Process - Hypotheses: Meaning, Characteristics& Functions - Types of Hypotheses - Formulation of Hypothesis.

Unit: III Meaning of Sampling - Census Vs. Sampling - Principles, Need&Limitations of Sampling – Sampling Techniques- Probability and Non-Probability Sampling - Steps in Sampling–Data Collection: Primary and Secondary Data, Methods & Tools for Data Collection –Variables and their linkages –Types of Questionnaire- Interview Schedule - Construction of Quality Questionnaire-Scaling Techniques- Pilot Study – Preparation of Field Notes.

Unit: IV Meaning - Tests, Level of Statistical Significance- Types of Analysis- Steps in Test of Significance- Parametric Vs Non-Parametric Tests - Parametric Tests: Z-Test, T-Test, Chi-Square - Non-Parametric Tests: Chi square as Goodness of Fit and Test of Independence, Sign Test –ANOVA- ANOCOVA- Hypothesis Testing-Statistical packages.

Unit: V Interpretation- Need, Techniques, and Precautions –Communicating Research Findings – Report writing techniques –Structure of Preparing Research Proposal – The art of writing research paper – Reference styles (APA, MLA, Chicago) - Research Journals and Forum: Scopus, Care- listed, web of Science – Impact Factors - Citation Index - H Index - Research Presentation - Plagiarism - Ethics in Research.

References:

1. C.R Kothari (2002), Research Methodology, Vishwa Prakashana, India.
2. R. Prabhu, T. Raju and V. Krishnapriya (2017), Research Methodology in Business Management, Vijay Nicole Imprints Pvt Ltd, Chennai.
3. Marshall. L. Rossman. B (1999), Designing Qualitative Research, Sage Publication, New Delhi.
4. David de Vaus. (2002), Analyzing social sciences, Data, Sage Publication, New Delhi.
5. Malhotra.N.K. (2007), Marketing Research, An applied Orientation, Fifth Edition, Pearson Education.
6. Joseph F, Haur, Robert & David. J (2004), Market Research, McGraw Hill, New Delhi.
7. Donald R Cooper & Pamela S Schindler (2006), Business Research Methods, McGraw Hill, New Delhi.
8. Anderson et al., “Assignment and Thesis writing”, Wiley Publications, 4th Edition-2008.

Paper II: Tourism Administration and Management

Unit: I Tourism-Meaning and Definitions – Tourist, Visitor, Traveler, Excursionist - Historical Development of Tourism, Characteristics of Tourism, Types & Forms of Tourism, Tourism Systems- Leiper's Geo-spatial Model, Butler's Tourism Area Life Cycle (TALC)– Crompton's Push and Pull Theory, Stanley Plog's Allo-Centric and Psycho-Centric Model- Mathieson & Wall's Travel Buying Behaviour Model, Doxy's irritation Index.

Unit: II Tourism Industry: Structure and Components: Attractions – Accommodation – Activities – Accessibility – Amenities – Infrastructure and Superstructure - Typology of Tourism– Classification of Tourists – Tourism Network –Emerging areas of tourism – Niche tourism.

Unit: III Major motivations and deterrents to travel -Tourism & Cultural Relationships, GIT, FIT, SIT & Affinity Group Travel, Tourism Competitive Index

Unit: IV

Impacts of Tourism: Socio Cultural, Economic, Environmental impacts - Sustainable Tourism: Planning and Policies – Sustainable goals and Protocols – Sustainable model and Climate change.

Unit: V

Tourism Organizations: International, National and State Level- Roles and Functions: UNWTO, WTTC, ICAO, IATA, PATA, FHRAI, INTACH, AAI, ASI, Department of Tourism, Govt. of Tamil Nadu, ITDC, TTDC, Ministry of Tourism - National Tourism Policy & Action Plan - Major Tourism schemes of Govt. of India, Swadesh Darshan - Dehko Apna Desh - PRASAD -Adopt a Heritage - Visa on Arrival - e-Visa, Marketing & Promotion - Incredible India 2.0 –Paryatan Parv – Atithi Devo Bhava.

References:

1. Goeldner, C., & Ritchie, J.R. (2011). *Tourism, Principles, Practices, Philosophies*. New Jersey: John Wiley.
2. Swain, S.K. & Mishra, J.M. (2012). *Tourism Principles & Practices*, Oxford University Press, New Delhi.
3. Jamal, T., & Robinson, M. (Eds.). (2009). *The SAGE Handbook of Tourism Studies*. Sage Publications, UK.
4. Sunetra Roday, et al., (2009). *Tourism Operations and Management*, Oxford University Press.
5. Tribe, J. (Ed.). (2009). *Philosophical Issues in Tourism*. Channel View Publications. UK.
6. Cooper, C. (2008). *Tourism Principles and Practice*. New Delhi: Prentice Hall.

Paper–III -1.Tourism Marketing

Unit: I Marketing – Meaning & Importance - Evolution of Marketing - Marketing Functions – Characteristics of Tourism Products - Marketing of Tourism Product – Market Research – Market research Techniques - Market Situation Analysis

Unit: II Understanding the Market and the Consumer - Marketing Environment – Consumer Behaviour – Buyer Decision Process – Demand Forecasting- Market Segmentation – Targeting – Market Positioning.

Unit: III Tourism Marketing Mix - The 4 P's of Marketing –Product Designing – Branding and Packaging – New Product Development – Product Life Cycle: Price: Strategies and Approaches; Place: Channels of Distribution, Promotion: Advertising – Sales Promotion – Publicity – Personal Selling; Other P's: People, Physical Evidence and Process.

Unit: IV Marketing of Tourism & Related Activities - Trends in Tourism Marketing – Marketing strategies for known and lesser known destinations, Airlines, Hotels, Resorts, Travel Agencies, Online Travel Agencies - Events and other Tourism products.

Unit: VDeveloping Marketing Skills for Tourism - Technology in Tourism Marketing – Digital &Social Media Marketing.

References:

1. Manjula Chaudhary (2010), Tourism Marketing, Oxford University Press, New Delhi.
2. Devashish Dasgupta (2011), Tourism Marketing, Pearson, New Delhi.
3. Fyall, A., & Garrod, B. (2005). Tourism Marketing: A Collaborative Approach (Vol. 18). Bristol: Channel View Publications.
4. Kotler, P. (2006). Marketing Management. Delhi: PHI
5. Stanton William. J (1999), Fundamentals of Marketing, McGraw Hill, New York.

Paper–III -2. Eco Tourism and Sustainable Development

Unit: I Fundamentals of Ecology- Basic Laws & Ideas in Ecology- Function and Management of Ecosystem- Biodiversity and its Conservation-Pollution –Types – Ecological Foot print - Relationship between Tourism &Environment.

Unit: II Ecotourism- Evolution, Principles and Functions of Ecotourism - Mass Tourism Vs. Ecotourism -Typology of Ecotourists - Ecotourism Activities - Guidelines & Regulations – Quebec Declaration 2002 - Oslo Declaration 2007.

Unit: III Ecotourism Measurement and Development- Resource Management - Socio- economic Development - Ecotourism Policies, Planning and Implementation - Eco-friendly Facilities and Amenities - Carrying Capacity - Alternative Tourism - Responsible ecotourism - EIA - Environment Audit.

Unit: IV Sustainable Development- Conservation - Protected Area Management through Ecotourism - Stakeholder Engagement –Local Community Participation - Types of Participation, Issues and Challenges – Pro-poor Tourism.

Unit: VSustainable Tourism Development Agencies- Role of the National and International Ecotourism Society – UNWTO, UNDP, WWF, TIES, United Nations SDGs - Agenda– Sustainable Development Policies of Department of Environment & Forest - Government of India – Related Case Studies.

References:

1. Ballantyne, R.and Packer, J. (2013). International Handbook on Ecotourism. Edward Elgar Publishing Ltd. UK
2. Fennel, D. A. (2002), Ecotourism Policy and Planning. USA: CAB International.
3. Fennell, D. A. (2008). Ecotourism Third Edition. New York: Routledge Publication. Goodwin, H. (2011). Taking Responsibility for Tourism. Goodfellow Publishers Limited.
4. Honey, D. (2008). Ecotourism and Sustainable Development: Who Owns Paradise? 2nd Edition. Washington, DC: Island Press.
5. Strange, T., and Bayley, A. (2008). Sustainable Development. Linking Economy, Society, Environment. Paris: OECD.
6. Weaver, D. (2001). The Encyclopedia of Ecotourism. London: CAB International

Paper–III -3. Tourism Economics

Unit: I Introduction –Tourism Economics –Managerial Concepts – Micro and Macroeconomics -Liberalization, Privatization and Globalization – Global Market Trends – Fiscal and Monetary Policy – Role of Central Bank - National Income Analysis - GDP – GNP - Per Capita Income.

Unit: II Tourism Demand - Types of Tourism Demand - Determinants of Tourism Demand – Life Cycle Factors - Measurement of Tourism Demand- Tourism Demand Forecasting - Methods of Forecasting –Growth of Tourism Demand in India. GST and its Impacts on Tourism.

Unit: III Tourism Supply – Factors affecting supply- Break Even Analysis – Balance of Payments – Balance of Trade - Market Structure and Competition - Pricing in Tourism - Determinants of Price.

Unit: IV Macro Economic Environment – Inflation & Deflation Analysis - Government’s role in Tourism – Tourism Policies of Government of India. Innovation & Start-Ups - Public and Private Sectors in Tourism - Need for Public and Private Sector Co-operation in Tourism – FDI in Tourism.

Unit: V Impact of Tourism - Economic impact - the Multiplier Effect –Tax Revenue - Displacement Effect - Tourist Spending - Cost and Benefits of Tourism to Community - Environmental Aspects –Use Value and Non Use methods.

References:

1. Sipra Mukhopadhyay (2010), Tourism Economics, Ane Books Pvt. Ltd., New Delhi.
2. Dwyer, L., Forsyth, P., & Dwyer, W. (2010). Tourism Economics and Policy (Vol. 3). Bristol: Channel View Publications.
3. Chawla, R. (2004). Economics of Tourism & Development. New Delhi: Sonali Publications.
4. Varshney RL & Maheswari KL (2004), Managerial Economics, Sultan Chand, New Delhi.
5. Paul, J. (2010). Business Environment. New Delhi: The McGraw Hill.
6. Magazines & Journals – The Economist, The Week, Harvard Business Review, Economic and Political Weekly, India Today, Business Today, Business World, Outlook etc.,

Paper–III -4. Tourism Business

Unit: I Travel Agents and Tour Operators-Differentiation and Interrelationship - Functions and Organizational Set-up –Sources of Income – Skills and Competencies of Travel Professionals -BusinessDiversification – Issues and Challenges- Emergence of OTAs, Importance of Tour Packaging –Tour Components - Itinerary planning -Tour Costing and Pricing - Pricing strategies.

Unit: II.Entrepreneurship in Tourism–OpportunityIdentification–Idea Generation –BusinessPlan– Opportunity Recognition –Market & Competition Analysis - Feasibility Report–Funding Options – Implementation Schedule - Setting up a tourism enterprise: Steps, procedures, licenses, registration etc.Case studies of Successful Tourism Entrepreneurs

Unit: III Business strategies for known and lesser known destinations, Airlines, Hotels, Resorts, Travel Agencies, Online Travel Agencies - Events and other Allied Tourism products and services

Unit: IV– Tour escorting as a profession - Characteristics of Tour Manager Profession - Requisites of Tour Manager – Role of a Tour Guide- Difference between Tour Manager and Tour Guide – Roles and Responsibilities, Qualities of a Tour Guide.

Unit: VEthics of Travel Agency Business - Corporate Social Responsibility (CSR) in Travel Agency Business-Developing Marketing Skills for Tourism -Technology in Tourism Marketing – Digital &Social Media Marketing.

References:

1. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt.Ltd., New Delhi.
2. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
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5. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.
6. Kapoor Bimal Kumar&Murali(2005), Travel Agency & Ticketing, Sterling Publishers,New Delhi.
7. Jag Mohan Negi (2006), Tourist guide &Tour Operation: -Kanishka PublishingHouse, New Delhi
8. Bhatia AK (2004), Tourism Development: Principles & Practices, Sterling Publishers, New Delhi.
9. PranNath Seth, Successful Tourism Management, Sterling Publishers Pvt Ltd,New Delhi

Paper–III -5. Human Resource Management

Unit: I Meaning & Definition–Scope of HRM –Organization and Functions of HRM, Personnel Management Vs. HRM –HRM Models - Strategic HRM-Evolution of HR practices in Indian Context

Unit: II HR Planning – Nature and Importance of HRP – Job Analysis – Job Evaluation - Employee Recruitment – Selection - Induction – Hierarchy of HR Department–HR Manager: Qualities, Roles and Functions.

Unit: III Human Resource Development: Concept - HRD Tools - Career Development: Training & Development – Evaluation of T&D Programs –Coaching and Mentoring – Performance Appraisal - Potential Appraisal - Personnel Empowerment – Time Management - Stress Management.

Unit: IV Promotion and Transfers - Employee Attrition and Retention -Retirement and Separation –Employee Morale –Productivity –Change Management –Compensation: Concepts – Principles and Determinants of Compensation – Employee Relations –Compensation Issues in Tourism Sector.

Unit: VTechnology & HRM, Human Resource Information System (HRIS), Competency Standards in Tourism - Hiring Trends in Tourism Industry - Gender equality – Quality of Work Life (QWL) - Work-Life Balance – Ethical issues in HRM - Global trends in HR Practices.

References:

1. Pramod Verma (2002), Personnel Management in Indian Organisations, Oxford & IBM Publishing Co. Ltd, New Delhi.
2. Venkata Ratnam CS &Srivatsava BK (2003), Personnel Management and Human Resources, Tata McGraw-Hill, New Delhi.
3. S.K. Chakravarthy (1987), Managerial Effectiveness and Quality and Work Life, TMH, New Delhi.
4. Robert L. Mathis & John. H. Jackson (2005), HRM, South Western Pub.
5. Saiyadain S. Mirza (2003), HRM, TMH, New Delhi.
6. Dessler (2001), A Framework for HR Management, Pearson Education India.
7. Edmund Henry (2001), A Dictionary of HRM, Oxford University Press.

Paper–III -6. Hospitality Management

Unit: I Introduction to Hospitality Industry – Definition of Hotel - Evolution and Growth of Hotels - Classification of Hotels: location, Size, Clientele, Star Categorization of Hotels & Role of HRACC - Facilities offered by a star hotel - Alternative Accommodations

Unit: II Organizational Structure of a Hotel –Major departments& functions: Front Office, Housekeeping, Food & Beverage Service, Food Production, Hotel Engineering, Accounts, Human Resources, Security, Sales and Marketing, Purchases

Unit: III Types of Guest Rooms - Hotel Tariff Plans and Types -Room Reservations – Check in & Check out Procedure - Handling Groups, CIP, VIP& Repeat Guests - Handling Messages - Handling Guest Complaints - Billing and Settlement –Luggage Handling procedures.

Unit: IV Hotel Investment Decision – Brand Competition – Franchise Relationship - Evaluating Hotel’s Performance– Yield Management - Methods of Evaluation: Occupancy Ratio, Average Daily Rate (ADR), Average Room Rate per Guest, RevPAR, Market Share Index, Evaluation based on Guest – Affiliate Network.

Unit: VRecent trends in Hotel Booking – Career in Hospitality Industry – Corporate Social Responsibility in Hospitality Business – Modern day Hotels around the World - Future of Hospitality Industry – Famous Hotel Chains of the World.

References:

1. Jagmohan Negi (1997), Professional Hotel Management, S. Chand, New Delhi
2. G. Raghubalan & Smritee Ragubalan: Hotel Housekeeping Operations and Management.
3. Jagmohan Negi, Hotels for Tourism Development, S. Chand, New Delhi.
4. Jatashankar R Tewari (2009), Hotel Front Office Operations and Management, Oxford Publication New Delhi.
5. Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi.
6. Sudheer Andrews, (2009), Hotel Front Office Training Manual, Tata McGraw Hill, Bombay.

Paper–III -7. Customer Relationship Management

Unit: I Evolution and Purpose of Relationship Marketing – Types of CRM- Customer Relationship Management in Tourism – Customer Acquisition and Retention – Customer Loyalty – Customer Profitability and Value – CLC Vs. CLV – Customer Satisfaction Measurement – Customer Feedback and Service Recovery – Social Connectivity and CRM - Success Factors in CRM.

Unit: II Managing and Sharing Customer Data – Customer Information Databases – Ethics and Legalities of Data Use- Data Warehousing and Data Mining – Data Analytics – Market Basket Analysis (MBA) – Click Stream Analysis – Personalization and Collaborative Filtering.

Unit: III Marketing of Services – Tourism as a Service – Classification of Services – Building Service Aspirations – Consumer Behaviour in Service Encounters – Service Design and Development

Unit: IV Service Quality and CRM – Factors influencing customer expectation and perception- Types of Service Capacity – Process – Types and Causes of Service Quality Gaps – Measuring and Improving Service Quality – Strategies to Resolve the Gaps.

Unit V: Emerging Technologies in CRM – eCRM - Benefits - Tools - Applications in Market – Sales Force Automation – Data Handling in eCRM – eCRM Project Implementation- Customer relationship management practices in tourism industry – Social media and Digital Marketing.

References:

1. Christopher Lovelock & Jochen Wirtz (2004), Services Marketing, Pearson Education, Delhi
2. Urvashi Makkar & H Kumar, (2012), Customer Relationship Management, MCGraw Hill, Delhi
3. Gilmore(2004), Services Marketing and Management, Response Books, New Delhi
4. Zeithamal, Parasuraman & Berry – Delivering Quality Service, The Free Press, New York
5. Andry Silmore(2001), Services Marketing & Management, Resonse Books, Sage Publications, New Delhi
6. Jagdish Sethi, Etal (2000), Customer Relationship and Management, John Wiley and Sons

Paper–III -8. Airlines and Airport Management

Unit: I Aviation History- Chicago Convention- Warsaw Convention- Freedoms of the air- Open sky policy- Functions and role of ICAO, IATA, Federal Aviation Administration, DGCA and Airports Authority of India- Types of Airlines – Types of Aircrafts -

Unit: II Types of Journeys– Special Fares – Miscellaneous Charges Order & its development, MPD, VMPP, EMD – Billing and Settlement Plan-Travel Documents.

Unit: III - Airport Facilities – CRS - Check- in- Formalities – In-Flight Services – Classes of Service – Frequent Flyer Programs – Safety and Emergency Procedures- Special Passengers – Airport Self- Service Technology, AI in Aviation

Unit: IV Baggage – Types – Allowances – Excess Baggage and Oversized Baggage – Electronic goods – Dangerous goods – Prohibited Items – Security Check – Customs and Regulations – Immigration and Emigration Procedures - Pandemic Protocols.

Unit V: Air Cargo – Cargo Operations – Booking Procedures – Charges – Capacity of Airlines – Cargo with special attention – Live Animal Regulation – Cargo Documentation: Air Way Bill – Irregularity Report – Cargo Manifesto – Cargo Transfer Manifesto – Cargo Associations & Organisations.

References:

1. Ratandeeep Singh (2008), Handbook of Global Aviation Industry and Hospitality services, Kanishka Publishers, New Delhi.
2. IATA Training Manual
3. Air Cargo Tariff Manual
4. Graham.A-Managing Airport an International Perspective –Butterworth Heinemann, Oxford2001
5. Wells.A-Airport Planning and Management, 4th Edition-McGraw-hill, London-2000
6. IATA Live Animals Regulation Manual

Paper–III -9.Cultural and Heritage Tourism

Unit: I Culture and Heritage- Definition –Tourism Resources of India, Tamilnadu – Natural-Socio Cultural- Diversities in Land forms & Landscapes – Climate, Flora & Fauna – VFR

Unit: II Wildlife Sanctuaries – National Parks – Biosphere Reserves – Mountains and Hill Stations – Islands – Beaches – Caves – Deserts of India- Wetlands & Ramsar Sites, Sacred Grooves in India.

Unit: III - Heritage Organisations: UNESCO, ASI, ICOMOS, INTACH - UNESCO World Heritage Sites in India – Monuments -Pilgrimage Tourism - Major tourism circuits in India-Luxury Trains.

Unit: IV –Archeological and Excavation sites -Museums – Forts – Palaces – Havelis- Art and Architecture – Fairs & Festivals – Shopping – Theme Parks – Live Entertainment

Unit: V-Music forms and Festivals – Cuisines - Dance Forms and Festivals -Paintings - Architecture – Sculptures- Handicrafts- Handlooms.

References:

1. S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi.
2. Dixit, M. (2002), Tourism Products, New Royal Book Co, Lucknow.
3. Jacob, R. (2012), Indian Tourism Products, Abhijeet Publications, Delhi.
4. Stephen Ball (2007), Encyclopedia of Tourism Resources in India.
5. Negi, Sharad Singh. (2002), Handbook of National Parks, Wildlife Sanctuaries, and Biosphere Reserves in India. Indus Publishing Co. New Delhi.
6. Robinet Jacob. (2013). Places of Touristic Interest in India .Abhijeet Publications, Delhi.

Paper–III -10. Niche Tourism

Unit: I - Tourism Products –Types and Unique Features — Types of Emerging Tourism Destinations of India- Niche Tourism- Definitions and Emergence- Importance of Niche Products- Contemporary Travel Trends.

Unit: II Adventure Tourism –Rural Tourism —Tribal Tourism – Ancestry, Art tourism- Social Tourism- Agri tourism- Sports Tourism.

Unit: III - Golf Tourism - Camping Tourism- Gastronomy, Culinary & Food Tourism-Wine Tourism-Wellness Tourism – Medical & Health – Film tourism-MICE Tourism - International Events & Bleisure Travel–Pro Poor Tourism – Doomsday Tourism.

Unit: IV - Coastal & Lighthouse tourism- Rail Tourism- Off – beat destinations- Personalised & Special Interest tourism- Back-packing- Short weekend getaways, Solo trips

Unit: V-Budget travel- Travel Behaviour of Special Interest Tourists- Impacts on Environment, Society and Economy- The Experience Economy- Travel blogs & Vlogs- Resource Use Issues- Impacts of Geo-Political Conflicts, Terrorism, Natural Disasters and Epidemic Diseases.

References:

1. Hall, M, Cooper, C (2007) Contemporary Tourism; An International Approach, Elsevier, Netherlands
2. Anil Varma, (2011). Emerging Trends In Tourism, SBS Publishers and Distributors Pvt Ltd.
3. Conrady, Roland, Buck, Martin (2012). Trends and Issues in Global Tourism 2012. Springer, Berlin
4. Pearce, D.G. and Butler, R.W. (1999). Contemporary issues in tourism development, Routledge.