

Mother Teresa Women's University, Kodaikanal

Ph.D Entrance Exam

Syllabus (Tourism)

Department of Historical Studies & Tourism Management

UNIT : I

Defining Tourism – Concepts Nature & Component of Tourism – Inbound – Outbound and Tourism – Domestic and International Tourism – Types of Tourism – Attraction – Infrastructure – Alternative Tourism – Sustainable Eco- Tourism – Historical Monument & - Adventure and Pilgrim – Tourism – Historical Socio-Economic and Environmental Impact of Tourism.

UNIT : II

Fundamentals of Tourism – Tourism Geography – Political and Physical Features of world Geography – Africa – Middle East, Egypt Morocco, Saudi Arabia, United Arab Emirates, Mecca – North and East Asia- pacific – International Agreements – Convention – open sky policy – Bermuda Convention – Euro Agreement – Global Tourism .

UNIT :III

Contemporary Trends in Tourism – Different types of contemporary trends in Tourism and its Dimensions – Factors responsible for the Growth and development of Tourism in Rome (Age of Renaissance Reformation, Industrial Revolution – Post – World war II Scenario Travel motivators – Land- Rail and water Transport System – International Tourism organizations – IUOTO- UFTAA – IATA- FHRAI – ICAO- PATA- WTO-ASTA and ABTA.

UNIT: IV

Cultural Heritage of India – Architectural Heritage – Popular tourist destinations – wild life Tourism and Conservation – Physical Feature of India – Landforms – Mountains, Hill, Deserts Beaches, Coastal areas, Islands water Bodies and biotic wealth – Tourism Marketing – New product development – planning Marketing Programme – Marketing Tourism Services HRD- Demand Structure – Computer Technology in Tourism.

UNIT: V

Purpose and nature of Tourism Research objective of Research – Research approaches – Inter-disciplinary approach – Research Design – Selection of Topic- Problems and formulation of Hypothesis – Collection of data – Qualitative and Quantitative analysis – Field Research for Tourism Population and sample Types, size and selection of sample survey methods- Household survey- SWOT analysis – positioning of Tables, Graphs, Pictures, citations and reference, style – preparing Bibliography.

Reference Books:

1. B.S Badan Harish Bhatt, Global Tourism, Common wealth publishers, Delhi.2007
2. Roy A.Cook, Laura J.Yale JosephJ.Marqua, Second Edition, Tourism The Business of Travel Prentice Hall Publication, New Jersey, 2002
3. Douglas Pearce, Tourism Today A Geographical Analysis, Second Edition, Longman Group Publishers England, 1987.
4. Ramila Chawla, Tourism Phenomenon Rajat Publications, New Delhi.2008.
5. Chuck Y.Gee James Makens, Dexter J.L Choy, (ed), The Travel Industry, John Wiley and Sons Publishers, United states of America.1996.
6. Y.P.Singh, (ed) Effective Tourism Management , Anmol Publications, New Delhi, 2001
7. Jagpradeep, Tourism Development Murarical and sons publishers, New Delhi,2008.
8. Praveen Sethi, Essentials of Sustainable Tourism, Rajat Publications, Delhi2002.
9. Ramesh Mathur, International Tourism, ABD Publishers, New Delhi.2007
10. Richard Voase, (ed) Tourism kin western Europ: kA collection of case Histories, CABI Publishing House, London, 2001,
11. Ramila Chawla, Research Methodology for Travel and Tourism Industry Sonali Publishers, New Delhi, 2004.
12. Perter and Palmer, (ed) Tourism Research methods: Intergrating Theory and Practive, Sage Publishers united kingdom 2005.

