



**CENTRE FOR HOSPITALITY & TOURISM  
BABA GHULAM SHAH BADSHAH UNIVERSITY**

**Syllabus for Ph.D. Entrance Examination- Hospitality & Tourism**

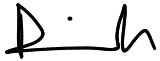
**PART A**

Tourist / Visitor/ Traveller/ Excursionist- definition and differentiation. Tourism recreation and leisure inter-relationship(s). Tourism components, Elements and infrastructure. Types and typologies of Tourism. Emerging concepts: Eco / rural/farm/ green/ wildness/sustainable/special interest tourism. International Tourism Trends in different regions: Growth and development over the years and factors responsible therein. Changing market-destination patterns, Traffic flows/ receipt trends. Travel motivator and deterrents. Pull and Push forces in tourism. Linkages and Channels of distribution in tourism organization/ Institutions: Origin, Organization and functions of WTO, PATA, IATA. ICAO, FHRAI, TAAI, IATO. Travel Agency and Tour operations Business: Origin, Growth and development; Definition, Differentiation and linkage; Organization and functions- Travel information counselling, Itinerary preparation, Reservation, Tour costing/ pricing. Marketing of tour packages, Income sources. Level and types of tourism planning- Sectorial, 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 policies, Marketing: Core concepts in marketing; Needs wants, Demands, Products, market, Marketing management philosophies- Production, Product, selling Market and Societal perspectives. Economic importance of marketing. Tourism marketing: Service characteristics of tourism, unique features of tourist demand and tourism product, Tourism marketing mix.

**PART B**

Objectives and types of research: Motivation and objectives – Research methods vs Methodology. Types of research – Descriptive vs. Analytical, Applied vs. Fundamental, Quantitative vs. Qualitative, Conceptual vs. Empirical. Defining and formulating the research problem - Selecting the problem - Necessity of defining the problem - Importance of literature review in defining a problem – Literature review – Primary and secondary sources – reviews, treatise, monographs-patents – web as a source – searching the web - Critical literature review – Identifying gap areas from literature review - development of working hypothesis, Research design – Basic Principles- Need of research design — Features of good design – Important concepts relating to research design – Observation and Facts, Laws and Theories,

Prediction and explanation, Induction, Deduction, Development of Models. Developing a research plan - Exploration, Description, Diagnosis, and Experimentation. Determining experimental and sample designs. Execution of the research - Observation and Collection of data - Methods of data collection – Sampling Methods- Data Processing and Analysis strategies - Data Analysis with Statistical Packages - Hypothesis-testing - Generalization and Interpretation.

A handwritten signature in black ink, appearing to be 'D. H.' with a stylized flourish at the end.

Deputy Director  
Centre for Hospitality & Tourism