



# **Bhartiya Skill Development University**

## **Syllabus for Ph.D. Entrance Test**

### **Hospitality & Tourism**

#### **Unit- I**

##### **Fundamentals of Tourism**

- Tourist / Visitor/ Traveller / Excursionist- definition and differentiation.
- Tourism recreation and leisure inter-relationship(s).
- Tourism components, Elements and infrastructure.
- Types of Tourism. Environmental tourism, Historical tourism Ethnic tourism, Cultural tourism, Adventure tourism, Health tourism, Religious tourism, ect.

#### **Unit – II**

##### **Economics & Tourism**

- Understanding Concept of Economics and Relation between Economics, Tourism & Hospitality
- Multiplier Effect and Leakages
- Global Economical Trends in Reference to Hospitality & Tourism
- Role of Organisation in Promoting Destinations UNWTO, UNDP, UNESCO, IATA, PATA

#### **Unit – III**

##### **Emerging Trends in tourism**

- Understanding the New Trends in tourism
- New forms of Hotels, Accommodation & transportations.
- Contemporary Issues in Reference to Hospitality & Tourism Operations

#### **Unit- VI**

##### **Travel Business: Travel Agent & Tour Operator-**

- Types of Itinerary - Resources and Steps for Itinerary Planning –
- Tour Formulation and Designing Process for FITs & GIT, Group Tour Planning and Components Special Interest Tours (SITs),
- Tour Packaging: Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours, Components of Tour Cost, Travel Documentation, Operation of Package Tour, Trends of Travel Business



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#### **Unit – V**

##### **Indian Heritage & Tourism:**

- Introduction to Indian History – An Overview of Pre – History, Proto History, Ancient History, Medieval History and Modern History
- Indian Heritage: Art Culture, Monuments, Museums, Art Galleries, and Historic Sites of Tourism Importance in India
- Heritage Hotels in India: Classification & Overview.

#### **Unit- VI**

##### **Management, Hospitality & Tourism**

- Introduction to Management – Concepts & Definitions
- HR & Trends in HRM in Hospitality & Tourism.
- OB Challenges, Opportunities, Responses to Global and Cultural Diversity, Personality Attitudes, Perception, Learning.
- Entrepreneurship in Hospitality & Tourism

#### **Unit – VII**

##### **Marketing in Hospitality & Tourism**

- Understanding Marketing of Services in Hospitality & Tourism
- Trends in Marketing in Hospitality & Tourism.
- Marketing Challenges, Opportunities, Responses to Global
- Competition & Markets.
- Branding & Case Studies of Incredible India, ITDC, Taj Group of Hotels, ITC Hotels, Oberoi Hotels, Rajasthana Tourism, RTDC , Gujarat Tourism, Goa Tourism, M.P Tourism

##### **Reference books**

1. Tourism Research Methods: Integrating Theory with Practice, Brent W. Ritchie, Peter Burns, Catherine Palmer
2. Marketing for Hospitality and Tourism, James C. Makens, John Griffith Bowen and Philip Kotler
3. Dictionary of Travel, Tourism and Hospitality, S. Medlick
4. Sustainable Tourism Management, John Swarbrooke
5. Managing Housekeeping operations- Margaret Kappa and Aleta Nitschke