

BHAGWANT UNIVERSITY
Sikar Road, Ajmer
Rajasthan



Syllabus

Faculty of Management and Business Administration
M. Phil
(Tourism Management)

ANNUAL SCHEME OF EXAMINATION:

1. Every candidate shall be required to offer three written papers and one dissertation (equivalent to one paper). Within this frame work the Board of Studies shall recommend the course of study for the M. Phil examination.
2. The course of study for the M. Phil degree shall extend over a period of one and Half academic year. There shall be a continuous internal assessment and as external assessment. The proportion of internal and external assessment shall be 30:70. There will be no internal assessment in the dissertation. Total marks for M. Phil will be 400. Dissertation may be written by the candidates under the supervision of any teacher who is registered as M. Phil Supervisor. Supervisor can guide normally five dissertations. However, the maximum limit may be relaxed by the permission of Vice-Chancellor on the recommendation of Head. The internal Supervisor can guide five candidates and workload of six hours is admissible for each M. Phil course for dissertation. The Supervisor will sign and issue a certificate counter signed by the Head of department concerned.
3. The internal assessment may be evaluated on the basis of:
 - (a) Mid Terms : 15 Marks
 - (b) Assignments /Seminar Presentation /Group Discussion: 15 Marks
1. Each theory paper shall consist of 100 marks. The dissertation shall also consist of 100 marks. For a pass, a candidate shall be required to obtain (a) at least 40% marks in each paper separately (b) a minimum of 50% marks in the aggregate of all the papers prescribed for the examination. In the mark sheet, successful candidates shall be classified as under
First Division 65% or more.
Second Division 50-65%
- 6- A candidate will have to pass individually both in the Internal as well as external examination and it should be shown separately in the marks sheet.
- 7- The placement of every candidate under a Supervisor/Guide shall be decided within two months from the last date for admission.
- 8- A candidate who fails at the examination even in one paper/dissertation shall be required to reappear at the examination in a subsequent year in all the papers/dissertation prescribed for the examination, provided that a candidate who obtains at least 50% marks in dissertation shall be exempted from the submitting a fresh dissertation and the marks obtained by him shall be carried forward for working out his result.
- 9- For each theory paper 10 questions will be set for the final examination and the candidate will have to attempt at least five questions. All the questions will carry equal marks.
- 10- Workload distribution: There will be a teaching of four periods of one hour duration per week for each theory paper and six hours for dissertation.
i.e. 4X3 = 12 hours for theory papers and six hours for dissertation per week.

M.PHIL IN TOURISM MANAGEMENT

SYLLABUS

Subject Code	Name of Subject	Teaching			Distribution of Marks					
		L	T	P	Theory			Practical		
					Internal	External	Total	Internal	External	Total
01MPL32101	RESEARCH METHODOLOGY	3	1	-	30	70	100	-	-	-
01MPL32102	Conceptual Framework of Tourism	3	1		30	70	100	-	-	-
01MPL32103	Tourism Policy, Planning and Development	3	1	-	30	70	100	-	-	-
01MPL32201	DISSERTATION	-	-	2				-	100	100
Total		9	3	2	90	210	300	-	100	400

Grand Total-400

M. Phil. In Tourism Management

01MPL32101: Research Methodology

Course Overview

Research methodology is must for both academics and corporate world. Academicians can develop themselves and help the business world to take effective decision making using appropriate research methods. A good research provides a clear roadmap for effective decision making. This course is designed to train students so that they can conduct a systematic research in the field of management. Students will be taught how to perform each step in the research and will then be expected to apply it to their respective specialized fields.

Course Objectives

At the completion of this course students should be able to:

- Understand the basic philosophical assumptions underlying research.
- Be able to manage the process of conducting a research, including various steps like problem formulation, review of literature, framing questionnaire, sampling, data collection and report writing.
- Be able to write a quality research paper. •

Pedagogy

This course will combine a modest amount of teaching material presented in lectures and readings with a substantial amount of hands-on experience. Each student, or group of students, will choose or assigned a topic for research. They will work individually or in small groups to carry out each phase of a systematic research. Students will be also encouraged to develop their research reports into publishable papers.

Course Contents

1. Research: Meaning - significance – purpose – types – scientific research - Steps in Research.
2. Problem and Hypothesis Formulation: Identification, selection and formulation of research problems, research questions – hypothesis formulation.
3. Sources of Data: Primary data and Secondary data – meaning, relevance and limitations

4. Research Design: Types of Research Design: Exploratory; Descriptive and Causal. Various Research Techniques; Experimental Research Designs.
5. Sampling: Meaning – sampling theory - types of sampling – steps in sampling – sampling design – sample size – sampling techniques and methods - sampling and non-sampling errors – advantages and limitations of sampling.
6. Data Collection Tools: Collection of Primary Data - Drafting Questionnaire - Data Collection through Questionnaire - Data Collection through Schedules – Collection of Secondary Data –Development of survey instruments. Standardization of instruments.
7. Field Investigation Planning: Contact Methods
8. Report Writing: Research report: types of report – structuring the report – contents – styles of reporting –steps in drafting reports – editing and evaluating the final draft report.

Text Readings

1. William G. Zikmund, “Business Research Methods”, Orlando: Dryden Press.
2. C. William Emory and Cooper R. Donald, “Business Research Methods”, Boston, Irwin, 4th Ed., 1991
3. Fred N Kerlinger, “Foundations of Behavioural Research”, New Delhi: Surjeet Publications.
4. H.W. Boyd, R. Westfall and S.F. Stasch, Marketing Research -Text and Cases, Richerd D. Irwin.
5. Naresh K. Malhotra, Marketing Research An Applied Orientation, Pearson Education

M. Phil. In Tourism Management

01MPL32102: Conceptual Framework of Tourism

Course Overview

Introduction to Tourism should enhance students' understanding of the dynamic nature of the tourism and hospitality industry. In addition, the manual includes activities to deepen students' understanding and help them to apply theories and concepts. Furthermore, students should be able to develop enquiry, problem-solving and decision-making skills through these activities.

Course Objectives

This course is aimed at:

- Providing theoretical framework of Tourism management concepts and practices
- Understanding basic managerial processes for planning, organizing and decision making.
- Acquiring managerial skills for smooth functioning in the organization
- Developing a problem solving approach
- Familiarizing with strategic and emerging issues in Tourism management

Pedagogy

This course will use a combination of lectures, case studies, role plays, videos and readings.

Course Contents

Unit – I Conceptual Framework

- Tourism: definition, meaning, nature and scope
- Tourist, travelers, visitor, transit visitor and excursionist - definition and differentiation
- Leisure, recreation and tourism and their Interrelationship
- Concept of tourism resource, attraction, product, market, industry and destination in the context of tourism

- Components and elements of tourism: Intermediaries and suppliers
- The tourism system
- Types and typologies of tourism
- Approaches to study tourism

Unit – II Historical Dimensions of Tourism

- Travel and tourism through the Ages: Early Travels, 'Renaissance' and 'Age of Grand Tours'; Emergence of modern tourism, concept of "Paid holiday"
- Understanding tourism motivations
- Factors affecting growth and development of International and national Tourism
- Concept of Push and Pull factors in Tourism
- Impacts of Industrialization and Technological Advancements on tourism industry

Unit – III Infrastructure in Tourism

- Tourism Infrastructure - Types, Forms and Significance
- Accommodation: Forms and types
- Transport Sectors: Modes and relative significance
- Other support Infrastructures required for tourism

Unit – IV Tourism Demand and supply

- Concept of demand and supply in tourism
- Unique features of tourist demand
- Constraints in creating ideal destination

Unit – V Significance of Tourism Industry

- Economic impacts of tourism: income and employment, multipliers of tourism, balance of payments, foreign exchange etc.
- Socio-cultural impacts of tourism: cultural exchange among nations and international understanding
- Impacts of tourism on ecology and environment.

Text Readings

1. Chottopadhyay, K. (1995): Economic Impact of Tourism Development; An Indian Experience, Kanishka Publishers, Delhi.
2. Cooper, C, Fletcher, J, Gilbert, D and Wanhill, S. (2002): Tourism: Principles and Practice, Addison Wesley Longman Publishing, New York, USA
3. Kamra & Chand (2002): Basics of Tourism, Theory Operation and Practice; Kanishka Publishers, New Delhi-02
4. Kamra, Krishna. K (2001): Economics of Tourism; Pricing, Impacts, Forecasting; Kanishka Publishers, New Delhi-02
5. Mishra, S.N; Sadual S, K (2008): Basics of Tourism Management, Excel Books , New Delhi – 28
6. Prasad, V V V and Sundari V B T (2009): Travel and Tourism Management; Excel Books , New Delhi – 28
7. Raj. K. (2002): Modern Dictionary of Tourism, Ivy Publishing House, Delhi – 95
8. Seth, P.N. Bhat, S. (1993): An Introduction to Travel and Tourism, Starling Publishers, New Delhi
9. Krishnan, K.K. (2001): Managing Tourist Destination: Development, Planning, marketing, Policies, Kanishka Publishers Distributors, New Delhi-110002
10. Bhatia, A. K. (1991): Tourism Development: Principles and Practices, Starling Publishers Pvt. Ltd, New Delhi
11. Negi, J. (2003): Travel Agency Operation: Concepts and Principles, Kanishka Publishers Distributors, New Delhi-110002

M. Phil. In Tourism Management

01MPL32103: Tourism Policy, Planning and Development

Course Overview

The module will expose the students about the Tourism policy of India and of a few tourism states of the country

Course Objectives

This course is aimed at:

- Providing theoretical framework of management concepts and practices
- Understanding basic managerial processes for planning, organizing and decision making.
- Acquiring managerial skills for smooth functioning in the organization
- Developing a problem solving planning approach
- Familiarizing with strategic and emerging issues in Tourism planning.

Pedagogy

This course will use a combination of lectures, case studies, role plays, videos and readings.

Course Contents

Unit – I Introduction: Concept of Policy, Formulating tourism policy, Role of government, public and private sectors, Role of international multinational, state and local tourism organisations in carrying out tourism policies.

Unit – II Tourism Policy: Study of National Tourism Policy 1982 and 2002, National Action Plan on Tourism, 1992: Special Tourism Area Development Programme. The concept of National Tourism Board, National Committee on Tourism, Case study of tourism policies of a few states (Uttar Pradesh, Rajasthan, Kerala, Madhya Pradesh,). Investment opportunities and government policy for investment in hotel/tourism industry. Sources of funding.

Unit – III Understanding Tourism Planning: Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning, Background Approach and planning scale.

Unit – IV International Agreements: Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agreement

Unit-V Public and Private sectors role in Tourism Development. Analysis of an individual Tourism Project (development of the Buddhist circuit)

Text Readings

1. Inskip, E. (1991): *Tourism Planning: An Integrated and Sustainable Development Approach*, Van Nostrand Reinhold, New York.
2. Mukhopadhyay, S (2007) : *Tourism Economics*, ANE Books New Delhi-02
3. Sharma. K.K. (2000): *Planning For Tourism*.
4. Sharma, J.K. (2000): *Tourism Planning & Dev*
5. Sinha, R.K. (1996): *Tourism: Strategies, Planning & Development*.
6. UNWTO (2001): *National and Regional Tourism Planning: Methodology and Case Studies*: Thomson Learning, UK

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Dissertation

Seminar, Field work & Dissertation Writing

Course/Paper: 01MPL32201

1. **Seminar** : Seminar to be delivered on a relevant theme
2. **Field Work** : Visit to industry/National institutes and interaction with experts. (Report to be submitted)
3. **Review** : Preparation and submission of review article based on research papers addressing a contemporary research problem.
4. **Other activities** : Attending National / International workshop / Symposium / Conferences or participation for oral / poster presentation or interaction with M.Sc. students for problem solving approaches / Work of Nobel laureates in last ten years in Science.

Above topics shall be prepared in consultation with research guide

Each student will submit dissertation on any one topic related to management field chosen as specialisation

Dissertation will be guided by supervisor of the university and will be examined by external