

ANDHRA PRADESH

RECRUITMENT OF ASSISTANT PROFESSORS IN THE UNIVERSITY SYLLABUS FOR THE SCREENING TEST

TOURISM

SUBJECT CODE - 64

Unit – I:

- Tourist / Visitor / Traveler / 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 / agri. / farai / green / wilderness / country side / special interest tourism.
- **Tourism Trends:** 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:

Tourism Organization / Institutions: Origin, Organization and functions of WTO, PATA, IATA, ICAO, FHRAI, TAAI, IATO and UFTAA.

Unit – II:

- Concept of resource, Attraction and product in tourism. Tourism products: typology and unique features.
- **Natural Tourism Resources in India:** Existing use patterns vis – a – vis potential with relation to varied landforms (mountains, deserts, beaches, coastal areas and Islands), Water bodies and biotic wealth (flora – fauna).
- Popular tourist destination for land based (soft / hard trekking, ice skiing, mountaineering, desert safaris, car rallies, etc.), water based (rafting, kayaking, canoeing, surfing, water skiing, scuba / snuba diving) and air based (para – sailing, para – gliding, ballooning, hand - gliding and microlighting, etc) tourist activities. Wildlife – Tourism and conservation related issues – Occurrence and

distribution of popular wildlife species in India. Tourism in National parks, Wildlife sanctuaries and biosphere reserves (case of Dachigam Corbett / Dudhwa / Kaziranga / Kanha / Gir / Ranthambor / Mudumalai / Sunderbans / Shivpuri / Manas / NandaDevi / Valley of flowers reserves). Tourism and nature conservation-Conflicts, Symbiosis and Synergy.

- **Cultural Tourism Resources in India:** Indian Culture and society. Indian History – Ancient, Medieval and Modern.
- **Traditions, Customs and costumes:** Life style and settlement patterns. Food habits and cuisine. Music, Musical instruments and Dance forms; Drawing and painting; Craftsmanship.
- Religion / religious observances and important pilgrim destinations.
- Architectural Heritage-Forts / palaces / other architectural marvels – Location and unique features.

Unit – III:

- **Accommodation:** Concept, Types and Typologies, Linkages and Significance with relation to tourism.
- Emerging dimensions of accommodation industry – Heritage hotels, Motels and resort properties. Time share establishments.
- **Hotel and Hoteliering:** Origin, Growth and diversification. Classification, registration and gradation of hotels. Organizational structure, Functions and responsibilities of the various departments of a standard hotel / other catering outlets, viz., bars, restaurants, fast food centers. In flight catering.
- Leading multinational hotel chains operating in India. Public sector in hoteliering business – Role, Contribution and Performance.
- HRD perspective with special reference to India-Requirements, Training facilities, Constraints and Scope.
- Fiscal and non-fiscal incentive available to hotel industry in India. Ethical, Legal and regulatory aspects.

Unit – IV:

- **Transportation:** Dynamically Changing needs and means.
- Landmarks in the development of transport sector and the consequent socio –

economic, Cultural and environmental implications. Tourism transport system.

- **Airlines Transportation:** The Airlines Industry-Origin and Growth. Organization of Air Transport Industry in International context. Scheduled and non – scheduled Airlines services; Air taxis. Multinational Air Transport Regulations-Nature, Significance and Limitations. Role of LATA, ICAO and other agencies. Bermuda Convention.
- Air Transport Industry in India – DGCA and other key players; Regulatory Framework; Air Corporation Act, Indian carriers-Operations, management and performance. Marketing strategies of Air India.
- **Significance of Road Transport in Tourism:** Growth and Development of road transport system in India; State of existing infrastructure; Public and Private Sector involvement; Role of Regional Transport Authority. Approved Travel Agencies, Tour / Transport Operators, Carhire / Rental companies.
- State and inter – state bus and coach network, Insurance provision road taxes and fitness certificate.
- Rail Transport Network – Major Railway Systems of World – British Rail, Euro Rail and Amtrak.
- Types of special package offered by Indian Railways to tourists – Indrail pass, Palace on Wheels and Royal Orient.
- Reservation procedures. GSAs abroad.
- Water Transport System in India – Historical past, Cruise ships, Ferries, Hovercraft, River and canal boats, Fly cruise. Future prospects.

Unit – V:

- **Travel Agency and Tour Operations Business:** Origin, Growth and development; Definition, Differentiation and linkages; Organization and functions-Travel information counselling, Itinerary preparation, Reservation, Tour costing / pricing. Marketing of tour packages. Income sources.
- **Airlines Ticketing:** Operational perspectives of ticketing – ABC codes, Flight schedules, Flying time and MPM / TPM calculation, TIM (Travel Information Manual) consultation. Routine and itinerary preparation, Types of fare, Fare calculation and rounding – up. Currency conversion and payment modes, Issuance of ticket.

- **Cargo Handling:** Baggage allowance, Free access baggage. Weight and piece concept. Accountability of lost baggage, Dangerous goods; Cargo rates and valuation charges, Automation and airport procedures.
- Requirements for setting – up travel agency and tour operations business, Approval from organization and institutions concerned. Incentives available in Indian context. Constraints and limitations.

Unit – VI:

- **Marketing:** Core concepts in marketing; Needs, Wants, Demands, Products, markets. Marketing management philosophies-Production, Product, Selling, Marketing and societal perspectives. Economic importance of marketing.
- **Tourism marketing:** Service characteristics of tourism. Unique features of tourist demand and tourism product / Tourism marketing mix.
- **Analysis and selection of market:** Measuring and forecasting tourism demand; Forecasting methods, Managing capacity and demand. Market segmentation and positioning.
- Developing marketing environment, Consumer buying behavior. Competitive differentiation and competitive marketing strategies, new product development, product life cycle, Customer satisfaction and related strategies in internal and external marketing; Interactive and relationship marketing.
- **Planning Marketing Programs:** Product and product strategies; Product line, Product mix, Branding and packaging. Pricing; considerations, Approaches and strategies. Distribution channels and strategies.
- **Marketing of Tourism Services:** Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related services – Challenges and strategies.
- Marketing Skills for Tourism: Creativity – Communication – Self – motivation – Team Building – Personality Development.

Unit – VII:

- **Tourism Planning:** Origin, Concept and approaches. Levels and types of tourism planning-Sectoral, 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.
- **Tourism Planning Process:** Objective setting, Background analysis, Detailed research and analysis, Synthesis, Goal setting and Plan formulation, Evaluation of tourism project-Project feasibility study; Plan implementation, Development and monitoring. Tourism master plan.
- Tourism impacts and need for sustainable tourism planning: Socio – cultural, Economic and physical, Tourism carrying capacity and environmental impact analysis (EIA).
- Business ethics and laws – their relevance and applicability in Travel and Tourism industry.
- Law and legislation relating to tourist entry, Stay, Departure, Passport, Visa and Health.
- Tourist safety and security, Preservation and conservation of heritage environment, Archaeological sites and wildlife.

Unit – VIII:

- The nature of field techniques; Field techniques and tourism and hotel business; Importance; and Limitations.
- Research: Meaning; Types; Trends; and challenges with special reference to tourism and hotel business. Guiding principles in selection of research problem.
- Research Methodology: Meaning; Procedural Guidelines; and Research design.
- Field Procedure for Data Collection and Analysis Techniques: Nature, sources of data, Techniques of data collection.
- Frequency Distribution: Meanings; Problems and considerations in construction numerical frequency distributions.
- Measures of Central tendency and variation.
- Correlation and regressions analysis.
- **Probability and Probability Distributions:**
 1. **Probability:** Meaning; Definition; and sample points and sample space, Events; Conditional probability; Bayes theorem and probability on large sample space.

2. **Probability Distributions:** The binomial model; The poisson model; and Normal distribution.
- **Sampling and Statistical Testing:**
 1. **Sampling and Sample Designs:** Sampling and reasons for sampling; Theoretical basis of sampling; Basic concepts of sampling and types of sampling (Random and Non-random sampling). Central Limit theorem.
 2. **Statistical Testing:** Formulation and general procedure of testing of hypothesis, One – tail test and Two – tail test.
 - **Parametric and Non-Parametric Testing:**
 1. **Testing the Hypothesis:** Comparison of two population means; Comparison of two population proportions; and Comparison of two population means and standard deviations.
 2. F – test, Student’s distribution and Chi – square test.

Unit – IX:

- **Management:** Concept, Nature, Process and functions. Management levels, Managerial skills and roles. The external environment, Social responsibilities and ethics.
- **Planning:** Nature, Purpose, Types ‘and process. Management by objectives strategies and policies. Decision – making, Process, Tools and techniques. Decision – making models.
- **Organizing:** Concept of organizing and organization. Line and staff, Authority and responsibility, Span of control, Delegation, Decentralization, Conflict and coordination, Organizational structure and design, Management of change. Innovation and organization development.
- **Directing:** Communication-Process, Types, Barriers and principles of effective communication. Motivation – Theories and practices, Leadership – Concept, theories and styles.
- **Controlling:** Process, Methods and techniques. Managing international business.
- **Information Systems:** Automation of Manual System, Data Processing stages. Evolution from EDP to MIS.

- **MIS:** Introduction, Definition, Status, Framework of understanding and designing MIS.
- **Computer Networking:** Application of CRS (Computerized Reservation Systems) in travel trade and hospitality sector.

Unit – X:

Financial Management and Planning:

Finance: Meaning; Goals; Functions; Importance; and typologies of Finance – Role of financial management, Organization goals; Environment; Forecasting and financial planning. Break – even analysis.

Management of Current Assets:

- **Working Capital Management:** Meaning and characteristics of working capital; Financing current assets. Cash management, Receivables management and inventory management.
- Management of Fixed Assets; Importance of Capital Budgeting. Analytical Techniques – Non-discounted, Discounted Techniques.

Financial Structures and Management of Earnings:

- Meaning, Difference between financial and capital structures. Determinants of Financial Structure.
- Financial leverage and effects of Financial Leverage on Net Income and Shareholders wealth. Financial leverage and financial planning. Break-even analysis for financial leverage. Dividend Policy, Significance of dividend policy and different types of dividend policies.
- **TFCI:** Tourism Finance Corporation of India (TFCI) – Aims, Objectives, Organization and Functions.
- **Accounting:** Preparation of Business Income Statement, Balance Sheet, Cash flow statement and Fund flow statement. Hotel Accounting