

DEPARTMENT OF TOURISM STUDIES

# Ph.D in Tourism



# Current Curriculum & Syllabus



**PONDICHERY UNIVERSITY**  
**SCHOOL OF MANAGEMENT**

# DEPARTMENT OF TOURISM STUDIES

## **INTRODUCTION**

Travel & Tourism encompass transport, accommodation, catering, recreation and services for visitors. It is one of the world's highest priority industries and employers. India Travel & Tourism is expected to (nominal terms) to INR. 7,027.7 bn (US\$90.4 bn) by 2014. Travel & Tourism Demand is expected to grow by 8.8% per annum, in real terms, between 2004 and 2014. India T&T Economy employment is estimated at 24,456,600 jobs in 2004, 5.6% of total employment, or 1 in every 17.8 jobs. The Cabinet Committee on Economic Affairs (CCEA) approved the proposal of the tourism ministry for enlarging the scope of its scheme that provides for creation of institutional infrastructure necessary for hospitality and tourism specific education. The industry faces a shortage of over 200,000 trained persons annually. The existing institutes currently churn out 12,000 trained manpower.

## **PROFILE OF DEPARTMENT OF TOURISM STUDIES**

The Department of Tourism Studies (DTS), which was formerly named as the Centre for Tourism Studies has found a unique place in the spectrum of Tourism education, research, training and consultancy across India and South East Asia. The Department has been doing a commendable work in imparting value added and innovative tourism, travel and hospitality subjects under the two year full-time MBA (Tourism Administration) programme. The Department has a track record of achieving 100% placements for its students since 2006. The programme has been well-designed to offer continuous practical exposures in the form of destinations, hotel, airport visits, etc. As a part of the curriculum, students undergo 6 weeks Summer Internship Training that enables them to acquire practical knowledge. Substantial numbers of the alma maters of the DTS have been elevated to the middle and senior level managerial positions in some of the multinational travel, tourism and hospitality companies in India and abroad. Some of them are entrepreneurs, educators and researchers.

## **THE CURRENT PROGRAMME: MBA (TOURISM)**

The Department of Tourism Studies offers a two year full-time Master of Business Administration (MBA) programme specializing in Tourism. The Department conducts the classes and examinations as per the guidelines of Choice Based Credit System.

## **Ph. D IN TOURISM**

The Department has been offering Ph. D full-time and part-time in the subject of Tourism since 2007. Three full time scholars have enrolled in 2007. Some more scholars have been selected to join soon.

## **MAJOR CURRICULAR AND CO-CURRICULAR ACTIVITIES**

Along with the regular curricular activities in the semester pattern, the Department shows keen interest in rekindling interest among the students, scholars and faculty to take part in the cultural, sports, study tour and field visit activities round the academic year. The most remarkable event which is popularly known as AKANKSHA – an annual Industry –Institute Event, has gained nation wide popularity since its inception. Department organizes an annual industry – institute interface event between February and March every year. A national study tour and ecotourism tour is organized for the students to gain familiarity with the destination features and facilities.

## **MAJOR RECRUITER**

Companies that visited the campus and recruited the students include: Thomas Cook, SOTC, Carlson Wagonlit, Ramoji Film City, Dakshina Chitra, Le Meridian, Kingfisher Airlines, Jet Airways, Cox & Kings, Orbit Tours & Travels, Ascon Travels, Stic Travels, Indo-Asia Tours and Travels, Vacation Holidays, Foot Prints, Mild Worth Tours and Travels, IDBI, Sonata Software, ICICI etc.

## **FACULTY**

The Department has six full-time faculty members and one guest faculty. The DTS is equipped with experienced faculty members who are known experts in their respective domains. All faculty members have outstanding experience in conducting classes, training and research activities.

## **INFRASTRUCTURE FACILITIES**

The Department has recently moved to the new School of Management Building. In addition to the HOD and Office room, there are three gallery type class rooms and eight faculty rooms with basic facilities. The modern teaching equipment is inadequate to enrich the classroom teaching and training activities. Even though, the Department has an existence of more than one and a half decade, but it was running in the limited space shared the Department of Management Studies till September 2008.

## **Ph.D. PROGRAM (Full-time and Part-time)**

Eligibility criteria:

Any Masters level degree holder from the disciplines of Tourism/ Management/ Economics/ Commerce/ Geography/ Hotel management/ History/ archeology/ Public Administration holding the P.G.degrees like: MBA(Tourism), MTA, MTM, MBA, MA(History), MA(Archeology) & M.A.(Public Administration), MA(Tourism Administration)/ M.A.(Anthropology)

Experience:

- a) For admission into Part-time program, the applicant shall have a minimum of 3 years industry/teaching experience and atleast 2 published research papers in industry/discipline specific journals and magazines/project reports/monographs.
- b) For admission into Full-time program no prior experience is insisted. However, any demonstrated experience in terms of conducting field studies, preparation of feasibility reports and publication of articles/papers is desirable.

Admission procedure

Admission procedure, rules and regulations related to the completion, submission of the thesis and award of the degree shall be as applicable to the Ph.D. programs offered by Pondicherry University.

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