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UGC NET Paper 2

Tourism Administration and Management (093)

Complete revision notes — all 10 units

10 units | Tables & formulas | Key revision points

01 Tourism Concepts
02 Tourism Models and Theories
03 Tourism Organisations
04 Tourism Policy and Schemes in India
05 Tourism Products of India
06 Travel Agency and Tour Operations
07 Transport and Aviation
08 Hospitality and Accommodation
09 Tourism Marketing
10 Sustainable Tourism and Impacts

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CONTENTS

What's inside

Ten units of focused revision notes. Each unit ends with a box of key revision points.

01 **Tourism Concepts** — Definitions, forms and components of tourism. 3

02 **Tourism Models and Theories** — Models that explain tourism development. 4

03 **Tourism Organisations** — International and Indian bodies. 5

04 **Tourism Policy and Schemes in India** — Policies and government initiatives. 6

05 **Tourism Products of India** — Heritage, nature and cultural products. 7

06 **Travel Agency and Tour Operations** — Functions of travel trade intermediaries. 8

07 **Transport and Aviation** — Transport in tourism. 9

08 **Hospitality and Accommodation** — Types of accommodation and classification. 10

09 **Tourism Marketing** — Marketing tourism products. 11

10 **Sustainable Tourism and Impacts** — Economic, social and environmental impacts. 12

How to use these notes

- Read one unit at a time, then test yourself with its key revision points.
- Make your own short notes on topics you find difficult.
- Units follow the main areas of the official syllabus — the exact unit list can change between sessions.
- Always check the latest syllabus and notices on the official UGC NET portal: **ugcnet.nta.ac.in**.

UNIT 01

Tourism Concepts

Definitions, forms and components of tourism.

- UN Tourism (formerly UNWTO): travel outside the usual environment for under one year.
- Forms: inbound, outbound, domestic; tourist (overnight) vs excursionist (same-day).
- Components — the 5 A's: attraction, accessibility, accommodation, amenities, activities.

★ Key revision points

- Tourist stays overnight; excursionist does not.
- Under one year away.
- 5 A's of tourism.
- UNWTO renamed UN Tourism (2024).

UNIT 02

Tourism Models and Theories

Models that explain tourism development.

Model	Author
Tourism Area Life Cycle	Richard Butler (1980)
Irridex (irritation index)	George Doxey (1975)
Tourist typology (allocentric, psychocentric)	Stanley Plog
Tourism system (generating, transit, destination)	Neil Leiper
Tourist gaze	John Urry (1990)

★ Key revision points

- TALC = Butler.
- Irridex = Doxey.
- Allocentric/psychocentric = Plog.
- Tourist gaze = Urry.

UNIT 03

Tourism Organisations

International and Indian bodies.

- International: UN Tourism (Madrid), WTTC, IATA, ICAO, PATA.
- India: Ministry of Tourism, ITDC (1966), IITTM (Gwalior), NCHMCT.
- World Tourism Day: 27 September.

★ Key revision points

- UN Tourism HQ = Madrid.
- ITDC: 1966.
- IITTM = Gwalior.
- World Tourism Day: 27 September.

UNIT 04

Tourism Policy and Schemes in India

Policies and government initiatives.

- National Tourism Policy 1982; National Tourism Policy 2002.
- Incredible India campaign (2002); Swadesh Darshan (2014–15); PRASHAD (pilgrimage); Dekho Apna Desh.
- e-Visa facility for foreign tourists.

★ Key revision points

- First policy: 1982.
- Incredible India: 2002.
- PRASHAD = pilgrimage.
- Swadesh Darshan = theme circuits.

UNIT 05

Tourism Products of India

Heritage, nature and cultural products.

- UNESCO World Heritage Sites — India has over 40.
- Products: heritage, wildlife, adventure, beach, spiritual, medical and wellness (AYUSH), MICE.
- Fairs and festivals: Pushkar, Hornbill (Nagaland), Kumbh Mela (UNESCO intangible heritage).

★ Key revision points

- India has 40+ UNESCO sites.
- MICE = meetings, incentives, conferences, exhibitions.
- Hornbill festival = Nagaland.
- Kumbh Mela = intangible heritage.

UNIT 06

Travel Agency and Tour Operations

Functions of travel trade intermediaries.

- Travel agent (retailer) vs tour operator (wholesaler; packages tours).
- Itinerary planning; costing; package tours (FIT, GIT).
- Associations: TAAI, IATO, ADTOI.

★ Key revision points

- Tour operator packages; agent sells.
- FIT = foreign independent tour.
- GIT = group inclusive tour.
- TAAI = travel agents' association.

UNIT 07

Transport and Aviation

Transport in tourism.

- Freedoms of the air (Chicago Convention, 1944).
- Airline codes: IATA two-letter, three-letter airport codes.
- Rail tourism: Palace on Wheels, Maharajas' Express; UDAN regional connectivity (2016).

★ Key revision points

- Chicago Convention: 1944.
- UDAN: 2016.
- Palace on Wheels = luxury train.
- IATA codes airlines and airports.

UNIT 08

Hospitality and Accommodation

Types of accommodation and classification.

- Hotels, resorts, heritage hotels, homestays, motels.
- Classification in India: star categories (1–5, 5-star deluxe) by HRACC.
- Meal plans: EP, CP, MAP, AP.

★ Key revision points

- EP = room only.
- CP = with breakfast.
- MAP = two meals; AP = all meals.
- HRACC classifies hotels.

UNIT 09

Tourism Marketing

Marketing tourism products.

- Service features: intangibility, perishability, inseparability, heterogeneity.
- Marketing mix: 7 Ps (product, price, place, promotion, people, process, physical evidence).
- Destination branding; digital marketing; online travel agencies.

★ Key revision points

- Tourism products are perishable.
- 7 Ps for services.
- Destination branding builds image.
- OTAs sell online.

UNIT 10

Sustainable Tourism and Impacts

Economic, social and environmental impacts.

- Impacts: economic (multiplier effect, leakage), socio-cultural (demonstration effect), environmental.
- Sustainable, eco-, responsible and community-based tourism.
- Carrying capacity; overtourism.

★ Key revision points

- Multiplier effect spreads income.
- Leakage = money leaving the destination.
- Demonstration effect = copying tourists.
- Carrying capacity limits visitors.

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