

### **UNIVERSITY OF JAMMU**

### NOTIFICATION (15/Oct/Adp/79)

Ref: 76<sup>th</sup> University Council resolution no.3.22.2 dated 15-04-2014.

It is hereby notified for the information of all concerned that the Vice-Chancellor, in anticipation of the approval of the Competent bodies, is pleased to authorize the adoption of the Syllabi and Courses of Study of **P.G. Diploma in Global Destination Management** for 1<sup>st</sup> and 2<sup>nd</sup> Semester for the examinations to be held in the years indicated against each semester as under:-

Semester

For the Examinations to be held

in the year

Semester-II Semester-II Dec. 2015, 2016 and 2017 May 2016, 2017 and 2018

No. F.Acd/II/15/1018-37 Dated: 21-10-2015

Copy for information and necessary action to:

- 1. Special Secretary to Vice-Chancellor
- 2. Sr. P.A. to Dean Academic Affairs
- 3. Sr. P.A. to Registrar/Controller of Examinations
- 4. Dean, Faculty of Business Studies / Director, SHTM
- 5. Convener, Board of Studies concerned
- 6. All members of the Board of Studies
- 7. C.A. to Controller of Examinations
- 8. Asst. Registrar (Conf./Exams. P.G/U.G/ Inf./Pub.)
- 9. Incharge, University website for necessary action
- 10. S.O (Confidential)

#### Annexure A

# Post Graduate Diploma in Global Destination Management Examinations to be held in the year 2015, 2016, 2017

#### Semester I

Course Code	Title of Course	Credit / Marks
PGDGDM 101	Introduction to Global Understanding	100
PGDGDM 102	Dynamism of Tourism	100
PGDGDM 103	Tourism Resources of India	100
PGDGDM 104	Entrepreneurial Development	100
PGDGDM 105	Destination Marketing	100

#### Semester II

Course Code	Title of Course	Credit / Marks
PGDGDM 201	Destination Management	100
PGDGDM 202	Strategic E-Marketing	100
PGDGDM 203	Destination Policy and Planning	100
PGDGDM 204	Tourism Research Methods	100
PGDGDM 205	Research Project	100

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Syllabus for

**SEMESTER 1** 

Post Graduate Diploma in Global Destination Management

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#### **SEMESTER I**

Course No.: PGDGDM 101

**Course Title: Introduction to Global** 

Understanding

**Contact Hours: 45** 

Maximum Marks: 100

**Duration of Exams: 3 Hours** 

(a) Semester Exam: 70 (b) Internal Assessment: 30

Objective:

This module includes the basic introduction of global understanding and online interaction.

#### **Course Contents:**

#### Unit 1: Sign in and creating user IDs

Creating e-mail id; Introduction and working knowledge of online software MIRC; Process of doing online interaction with partners – through video conferencing and personal chatting on MIRC

#### Unit 2: Cultural and Family Life

Topic discussion and online interaction with the students of Partner University

#### Unit 3: Stereotypes and Prejudices

Topic discussion and online interaction with the students of Partner University

#### Unit 4: Tourism Scenario and its impacts

Topic discussion and online interaction with the students of Partner University

#### Unit 5: Importance of education exchange programs

Topic discussion and online interaction with the students of Partner University

#### Note for paper setting:

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

#### **Internal Assessment-30 marks**

Mid Semester Test-15 marks

Assignment-5 marks

Report on the basis of Assignment-5 marks

Snap Test/Class Performance/Attendance-5 marks

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#### References:

- William C. Hunstrut & Wayen M. Batty: Business Communications. Principle and Methods
- International Management by Paul N. Gooderham and Odd Nordhaug
- International Management by Manab Thakur, Gene E Burton
- International Management by Hodgetts, Luthans, Doh
- International Marketing by Sak Onkvisit and John J. Shaw
- Cross Cultural Marketing by Dawn Burton
- Cross Cultural management Essential Concepts by David C. Thomas

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#### SEMESTER I

Course No.: PGDGDM 102

Course title: Dynamism of Tourism

Maximum Marks: 100

(a) Semester Exam: 70

**Contact Hours: 45** 

**Duration of Exams: 3 Hours** 

(b) Internal Assessment: 30

#### Objective:

The course is aimed to introduce the basic concepts of tourism to the beginners and to serve as a comprehensive resource for the seasoned professionals.

#### **Course Contents:**

### Unit 1: Overview of travel and tourism industry

The nature of the travel and tourism industry; why people travel; Factors which motivates and influence travelers; destination requirement to satisfy and support travel and tourism

### Unit 2: The Economic and social significance of tourism

Contribution to national economy; growth in GDP; Employment potential; Development of rural and backward areas

### Unit 3: Status of Indian tourism

India's share in international tourism arrival; Domestic Tourism, out bound tourism; Major issues and concerns to develop tourism; Tourism Policy; Scope of career opportunities

### **Unit 4: Tourism Infrastructure**

The need to augment capacity of existing Airports; Airlines; Accommodation; Railways and surface transport

### Unit 5: Emerging Concepts and Trends in Tourism

Eco, Rural, Agri, Farm, Sustainable and Volunteer tourism; Growth and Development of Tourism, Tourism Traffic flows and receipt trends; Changing market destination patterns, factors responsible therein

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#### Note for paper setting:

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

#### **Internal Assessment-30 marks**

Mid Semester Test-15 marks
Assignment-5 marks
Report on the basis of Assignment-5 marks
Snap Test/Class Performance/Attendance-5 marks

#### References:

• Joseph D. Fridgen

• Rattan Deep Singh

• C.P. Cooper

• S.P. Bansal

Tourism and the Hospitality Industries

Infrastructure of Tourism in India, Kanishka Publishers

Progress in Tourism, Recreation and Hospitality, Vol. 1-3;

CBS Publishers and Distributions

Tourism Development and its impact, Shri Sai

Printographers Publisher: NRI Publication New Delhi.

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#### **SEMESTER I**

Course No.: PGDGDM 103 Course Title: Tourism Resources of India

Maximum Marks: 100 (a) Semester Exam: 70

(b) Internal Assessment: 30

**Duration of Exams: 3 Hours** 

**Contact Hours: 45** 

#### **Objective:**

To know the major historical, cultural, coastal, pilgrimage and Himalayan destinations of India

#### **Course Contents:**

#### Unit 1

Culture and Tourism: Museums, Ancient monuments and buildings, Fairs and Festivals, Handicrafts

#### Unit 2

Culture and Tourism: Performing Arts of India, Music and dance, Arts and Sculptures, Paintings

#### Unit 3

Pilgrimage and Tourism: Kumbh melas, Char dhams, Mahabalipuram, Khajuraho, Konark, Ajanta, Ellora, Elephant caves

#### Unit 4

Coastal Areas and Tourism: Goa, Kerala, Karnataka, Andhra Pradesh, Tamil Nadu, Orissa, West Bengal, Andaman and Nicobar Islands, Lakshadweep

#### Unit 5

Tourism and Himalayas: J&K, Himachal Pradesh, Uttarakhand, Sikkim, National parks and Wild life sanctuaries

#### **Note for Paper Setting:**

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

#### **Internal Assessment-30 marks**

Mid Semester Test-15 marks
Assignment-5 marks
Report on the basis of Assignment-5 marks
Snap Test/Class Performance/Attendance-5 mark

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#### References:

- Lonely Planet India
- N. K. Bhandari

The Lonely Planet
Cultural Heritage of India, Sheetal Printers

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#### **SEMESTER I**

Course No.: PGDGDM 104 Course Title: Entrepreneurial Development

Maximum Marks: 100

Contact Hours: 45

(a) Semester Exam: 70

(b) Internal Assessment: 30

**Duration of Exams: 3 Hours** 

#### **Objective:**

The basic aims of the course are to expose the students with basic concepts of entrepreneurship & small business management along with to recognize and appreciate the potential opportunities of becoming an entrepreneur in tourism Industry.

#### **Course Contents:**

#### Unit 1

Entrepreneur & Entrepreneurship, Entrepreneur Types, Entrepreneurial Competencies, Role of Entrepreneurship in SSE and Economic Development

#### Unit 2

Entrepreneurial Process: Identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices.

#### Unit 3

Technology Determination, Site Selection, Financial Planning, Financial Institutions for Small Enterprises

#### Unit 4

Preparation of Business Plan, Elements of Business Plan, Feasibility Report, Ownership Structures & Organizational Framework

#### Unit 5

Financial Management Issues, H R Issues, Strategies for Growth & Stability, Managing Family Enterprises

#### **Note for Paper Setting:**

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

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#### **Internal Assessment-30 marks**

Mid Semester Test-15 marks
Assignment-5 marks
Report on the basis of Assignment-5 marks
Snap Test/Class Performance/Attendance-5 marks

#### References:

• Vasant Desai

• Peter Drucker

• S.S. Khanna

• C B Gupta, N P Srinivasan

Entrepreneurship & Small Business Management

Innovation & Entrepreneurship

**Entrepreneurial Development** 

**Entrepreneurial Development** 

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#### SEMESTER I

Course No.: PGDGDM 105

Course Title: Destination Marketing

Maximum Marks: 100

(a) Semester Exam: 70

Contact Hours: 45

**Duration of Exams: 3 Hours** 

(b) Internal Assessment: 30

#### **Objective:**

The course aims at understanding the tools and techniques of marketing in general and their application with specific reference to tourism destination

#### **Course Contents:**

#### Unit 1

Introduction to Marketing, Marketing of Services and its special features, Tourism Marketing - its uniqueness, Marketing Environment

#### Unit 2

Market Segmentation and Leisure Market; Identifying Market Segments and Selecting target Market; Identifying & developing Market Activities of Leisure Market; The 8 P's of Marketing

#### Unit 3

Product / Service Decisions & product Formulation; Life Cycle & New Product Development; Branding & Packaging Decisions

#### Unit 4

Pricing policies & practices; Tourism Promotion Methods; Advertising & Publicity; Sales Forecasting

#### Unit 5

Distribution Channels in Travel & Tourism; Marketing Destinations and Attractions; Marketing the Small Tourism Business

### **Note for Paper Setting:**

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

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### **Internal Assessment-30 marks**

Mid Semester Test-15 marks Assignment-5 marks Report on the basis of Assignment-5 marks Snap Test/Class Performance/Attendance-5 marks

#### References:

- Philip Kotler, John Bowen, James Makens
- S M Jha
- Holloway & Plant

Marketing for Hospitality & Tourism Tourism Marketing Marketing for Tourism

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## Syllabus for **SEMESTER 2**

Post Graduate Diploma in Global Destination Management



#### **SEMESTER II**

Course No.: PGDGDM 201

**Course Title: Destination Management** 

Maximum Marks: 100

(a) Semester Exam: 70

(b) Internal Assessment: 30

**Contact Hours: 45** 

**Duration of Exams: 3 Hours** 

**Objective:** 

The course aims at understanding the tools and techniques of marketing in general and their application with specific reference to tourism destination

#### **Course Contents:**

To provide requisite theoretical framework with regard to destination Management

#### Unit 1

Tourist destination – concepts / Notions; Evolving concept of Tourists Destination; Elements of Tourists Destination; Tourists destination development; Planning and development of tourism; Formulation of master plan, implementation of plan; resort development.

#### Unit 2

Tourism Destination Planning; Environment Analysis, Resource Analysis, Regional Environment analysis; Market analysis, competitor's analysis, Regional analysis.

#### Unit 3

Rationale for Destination marketing; Planning, SWOT analysis, segmenting the market for Destinations; Target marketing, positioning strategies; Components of Destination Marketing Mix; Destination quality control

#### Unit 4

Rationale for development of tourism; the historical basis of destination development auditing destination resources, plurality and decision taking destination development; need and precautions for national and regional tourism planning and policies; Emerging tourism policies paradigms.

#### Unit 5

Tourists Destination and environment; Sustainable tourism; components of sustainable tourism; carrying capacity standards and criterion for measurement; tourism Metamorphosis; The new tourism revolution - Eco tourism, Green Tourism; Farm Tourism; Rural Tourism, Soft Tourism; Soft tourism; alternate tourism, cultural Tourism and Ethnic tourism

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#### Note for Paper Setting:

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

### **Internal Assessment-30 marks**

Mid Semester Test-15 marks Assignment-5 marks Report on the basis of Assignment-5 marks Snap Test/Class Performance/Attendance-5 marks

#### References:

Likorish Leonard J

Developing Tourism Destination Policies and Perspectives

Cooper C P

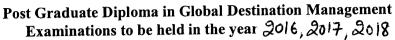
Progress in Tourism, Recreation and Hospitality

Management

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Tourism Planning: An Integrated and Sustainable Approach

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#### **SEMESTER II**

Course Title: Strategic E-Management Course No.: PGDGDM 202

**Maximum Marks: 100** 

(a) Semester Exam: 70

(b) Internal Assessment: 30

**Duration of Exams: 3 Hours** 

**Objective:** 

The basic aims of this module are to recognize and appreciate the online marketing environment and to develop and promote tourism through internet.

#### **Course Contents:**

**Contact Hours: 45** 

To provide requisite theoretical framework with regard to destination Management

#### Unit 1

Original www, commercial beginning of the web, Com world, Dramatic growth, consumer to consumer commerce, customers as partner, Internet marketing Methodology, Digital technology, Digital benefits for Marketing, Moore's law and Digital costs, What is Moore's law and using it, Digitizing Marketing processes' steps in digitizing Marketing, using the business profit point of view internet, why the internet works, when the internet stumbles

#### Unit 2

Online Marketing to individuals, interactivity and customer contacts, direct communication, Individual choice, Friendly Technology, online Consumer Behaviour Media equation, Social cues, Quality cues, cognitive difficulty Flow, web users, Income, internet access, Demographic variables language and culture

#### Unit 3

Customer support and online quality, Lower cost, Online publishing, electronic distribution, Virtual problem solving, in expensive communications, online quality enhancements, online Customer support, personalization and marketing, choice assistance customization, relationship customization, personalization, Online mass implementing marketing, customization, collaborative customization, Critical Role of and Address, New product Development, Traditional, New product development, Early feedback, Rapid release

#### Unit 4

Advertising on the net, Types of advertising online, Rules / guidelines of online advertising, marketing strategy for new product Introduction, Adaption of New product, Introduction Process

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to the Internet, Publicity and word of mouth, electronic word of mouth and diffusion, Interactive advertising, Online advertising effectiveness

#### Unit 5

Pricing, Price sensitivity and Online information, Real Time pricing, Market Research, Internet marketing plan, Avoiding legal pitfalls, Online Marketing and the law Strategic, Legal issues for Marketers, Real time legal issues for marketers

#### **Note for Paper Setting:**

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

#### **Internal Assessment-30 marks**

Mid Semester Test-15 marks
Assignment-5 marks
Report on the basis of Assignment-5 marks
Snap Test/Class Performance/Attendance-5 marks

#### References:

- Joel Reddy, Shauna Schullo, Kenneth Zimmerman
- Hofacker, Charles F
- John Hagel III, Arthur Armstrong

Electronic Marketing Internet Marketing Net gain



#### **SEMESTER II**

Course Title: Destination Policy and Planning Course No.: PGDGDM 203

Maximum Marks: 100 (a) Semester Exam: 70

(b) Internal Assessment: 30

**Contact Hours: 45** 

**Duration of Exams: 3 Hours** 

**Objective:** 

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

#### **Course Contents:**

#### Unit 1

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.

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, Public and Private sectors role in Tourism Development, Analysis of an individual Tourism Project (development of the Buddhist circuit)

#### Unit V

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

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#### Note for Paper Setting:

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

#### **Internal Assessment-30 marks**

Mid Semester Test-15 marks
Assignment-5 marks
Report on the basis of Assignment-5 marks
Snap Test/Class Performance/Attendance-5 marks

#### References:

- New Inskeep, Edward, Tourism Planning: An Integrated and Sustainable Development Approach (1991) VNR, New York.
- Ashworth, G. J. (2000), The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford
- Dept. of Tourism, GOI Investment Opportunities in Tourism (Brochure).
- Sharma, J. K. (2000), Tourism Development. Design for ecological sustainability, Kaniska Publication, New Delhi.

#### **SEMESTER II**

Course Title: Tourism Research Methods Course No.: PGDGDM 204

**Maximum Marks: 100** (a) Semester Exam: 70

**Contact Hours: 45** (b) Internal Assessment: 30

**Duration of Exams: 3 Hours** 

#### **Objective:**

To appraise the students with various statistical and research methods and their relevance and application with special reference to tourism

#### **Course Contents:**

#### Unit 1

Measures of Central Tendency: Mean, Median, mode; Measures of Dispersion: Range Quartile Deviation, Standard Deviation, coefficient of variation; skewness

#### Unit 2

Correlation Analysis: Rank correlation, Regression Analysis, Simple & Multiple Regression (2) Variable)

#### Unit 3

Time series Analysis: Various components of time series and their utility in decision making; Measuring Trend

#### Unit 4

Research and its application: Sampling; Probability and Non Probability Sampling; Sample Size, Field Techniques in tourism and hotel business; Primary and Secondary data; Questionnaire; Data collection, Interview, Survey and Observation Method; Interpretation and Analysis of data; Research Design

#### Unit 5

Testing of Hypothesis; Test of significance; t and chi square; Analysis of Variance (ANOVA)

Note for paper setting:

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

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#### **Internal Assessment-30 marks**

Mid Semester Test-15 marks
Assignment-5 marks
Report on the basis of Assignment-5 marks
Snap Test/Class Performance/Attendance-5 marks

#### References:

S P Gupta Statistical Methods

VP Michael Research Methodology in Management

Levin & Rubin
 Statistics for Management

• Sadhu & Singh Research Methodology in Social Sciences

June June