



UNIVERSITY OF JAMMU

NOTIFICATION
(15/Oct/Adp/79)

Ref: 76th 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 1st and 2nd Semester for the examinations to be held in the years indicated against each semester as under:-

<u>Semester</u>	<u>For the Examinations to be held in the year</u>
Semester-I	Dec. 2015, 2016 and 2017
Semester-II	May 2016, 2017 and 2018

No. F.Acd/II/15/ 11018-37
Dated: 21-10-2015

DEAN ACADEMIC AFFAIRS

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)

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28/10/15

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

Paul
Ho *Phien*

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

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

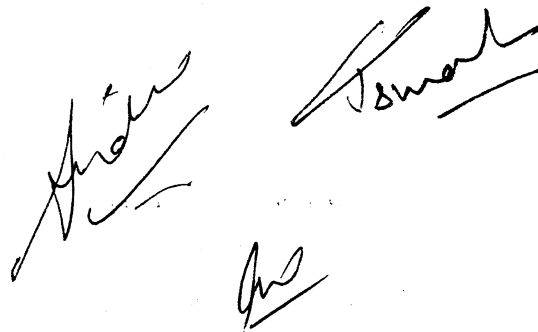
Assignment-5 marks

Report on the basis of Assignment-5 marks

Snap Test/Class Performance/Attendance-5 marks

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



Three handwritten signatures in black ink are present in the lower right quadrant of the page. The signatures are written in a cursive style. The top-left signature is the most legible, appearing to read 'Hodgetts'. The top-right signature is more stylized and appears to read 'Shaw'. The bottom-center signature is the most stylized and appears to read 'Burton'.

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

SEMESTER I

Course No.: PGDGDM 102

Course title: Dynamism of Tourism

Contact Hours: 45

Maximum Marks: 100

(a) Semester Exam: 70

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

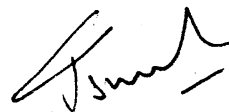
The need to augment capacity of existing Airports; Airlines; Accommodation; Railways and surface transport

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







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

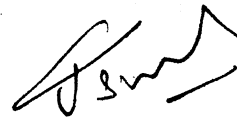
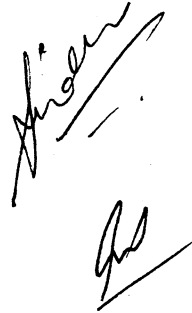
Assignment-5 marks

Report on the basis of Assignment-5 marks

Snap Test/Class Performance/Attendance-5 marks

References:

- Joseph D. Fridgen Tourism and the Hospitality Industries
- Rattan Deep Singh Infrastructure of Tourism in India, Kanishka Publishers
- C.P. Cooper Progress in Tourism, Recreation and Hospitality, Vol. 1-3;
CBS Publishers and Distributions
- S.P. Bansal Tourism Development and its impact, Shri Sai
Printographers Publisher: NRI Publication New Delhi.



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

SEMESTER I

Course No.: PGDGDM 103

Course Title: Tourism Resources of India

Contact Hours: 45

Maximum Marks: 100

(a) Semester Exam: 70

(b) Internal Assessment: 30

Duration of Exams: 3 Hours

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

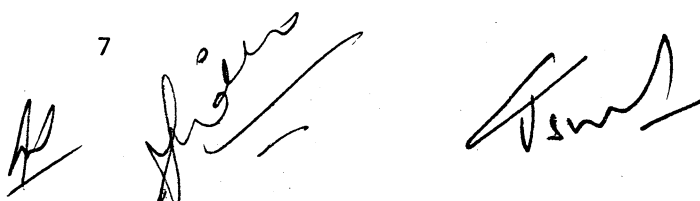
Mid Semester Test-15 marks

Assignment-5 marks

Report on the basis of Assignment-5 marks

Snap Test/Class Performance/Attendance-5 mark

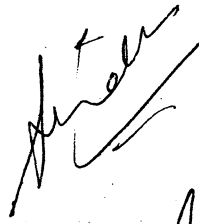
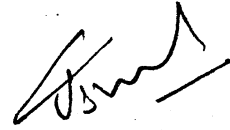

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References:

- Lonely Planet India
- N. K. Bhandari

The Lonely Planet
Cultural Heritage of India, Sheetal Printers

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

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.



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 Entrepreneurship & Small Business Management
- Peter Drucker Innovation & Entrepreneurship
- S.S. Khanna Entrepreneurial Development
- C B Gupta, N P Srinivasan Entrepreneurial Development

Handwritten signatures of Vasant Desai, Peter Drucker, and S.S. Khanna.

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

SEMESTER I

Course No.: PGDGDM 105

Course Title: Destination Marketing

Contact Hours: 45

Maximum Marks: 100

(a) Semester Exam: 70

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.

Internal Assessment-30 marks

Mid Semester Test-15 marks

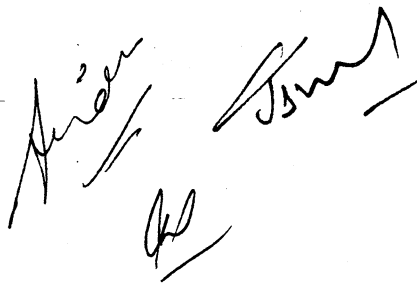
Assignment-5 marks

Report on the basis of Assignment-5 marks

Snap Test/Class Performance/Attendance-5 marks

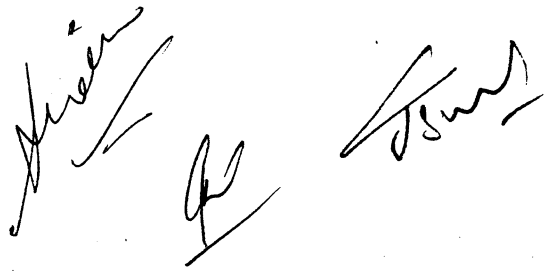
References:

- Philip Kotler, John Bowen, James Makens Marketing for Hospitality & Tourism
- S M Jha Tourism Marketing
- Holloway & Plant Marketing for Tourism

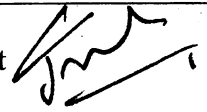
Handwritten signatures of Philip Kotler, John Bowen, and S M Jha.

**Syllabus for
SEMESTER 2**

Post Graduate Diploma in Global Destination Management

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Post Graduate Diploma in Global Destination Management
Examinations to be held in the year 2016, 2017, 2018



SEMESTER II

Course No.: PGDGDM 201

Course Title: Destination Management

Maximum Marks: 100

Contact Hours: 45

(a) Semester Exam: 70

(b) Internal Assessment: 30

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



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

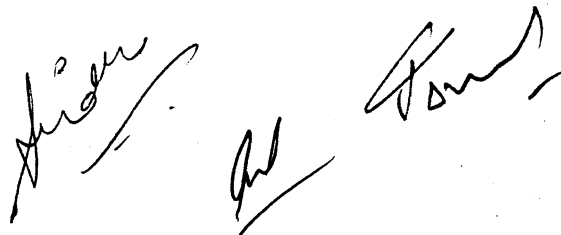
Assignment-5 marks

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
- Inskeep Edward Tourism Planning: An Integrated and Sustainable Approach

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Post Graduate Diploma in Global Destination Management
Examinations to be held in the year 2016, 2017, 2018



SEMESTER II

Course No.: PGDGDM 202

Course Title: Strategic E-Management

Contact Hours: 45

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:

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 marketing, implementing personalization, Online mass customization, Transparent 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

