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:-

<table>
<thead>
<tr>
<th>Semester</th>
<th>For the Examinations to be held in the year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester-I</td>
<td>Dec. 2015, 2016 and 2017</td>
</tr>
<tr>
<td>Semester-II</td>
<td>May 2016, 2017 and 2018</td>
</tr>
</tbody>
</table>

No. F.Acd/II/15/11016-37
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
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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title of Course</th>
<th>Credit / Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>PGDGDM 101</td>
<td>Introduction to Global Understanding</td>
<td>100</td>
</tr>
<tr>
<td>PGDGDM 102</td>
<td>Dynamism of Tourism</td>
<td>100</td>
</tr>
<tr>
<td>PGDGDM 103</td>
<td>Tourism Resources of India</td>
<td>100</td>
</tr>
<tr>
<td>PGDGDM 104</td>
<td>Entrepreneurial Development</td>
<td>100</td>
</tr>
<tr>
<td>PGDGDM 105</td>
<td>Destination Marketing</td>
<td>100</td>
</tr>
</tbody>
</table>

Semester II

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title of Course</th>
<th>Credit / Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>PGDGDM 201</td>
<td>Destination Management</td>
<td>100</td>
</tr>
<tr>
<td>PGDGDM 202</td>
<td>Strategic E-Marketing</td>
<td>100</td>
</tr>
<tr>
<td>PGDGDM 203</td>
<td>Destination Policy and Planning</td>
<td>100</td>
</tr>
<tr>
<td>PGDGDM 204</td>
<td>Tourism Research Methods</td>
<td>100</td>
</tr>
<tr>
<td>PGDGDM 205</td>
<td>Research Project</td>
<td>100</td>
</tr>
</tbody>
</table>
Syllabus for

SEMESTER 1

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

### SEMESTER I

<table>
<thead>
<tr>
<th>Course No.: PGDGDM 101</th>
<th>Course Title: Introduction to Global Understanding</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Contact Hours:</strong> 45</td>
<td><strong>Maximum Marks:</strong> 100</td>
</tr>
<tr>
<td><strong>Duration of Exams:</strong> 3 Hours</td>
<td>(a) Semester Exam: 70</td>
</tr>
<tr>
<td></td>
<td>(b) Internal Assessment: 30</td>
</tr>
</tbody>
</table>

### 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
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
Maximum Marks: 100
(a) Semester Exam: 70
(b) Internal Assessment: 30

Duration of Exams: 3 Hours

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

<table>
<thead>
<tr>
<th>Course No.: PGDGDM 103</th>
<th>Course Title: Tourism Resources of India</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Hours: 45</td>
<td>Maximum Marks: 100</td>
</tr>
<tr>
<td>Duration of Exams: 3 Hours</td>
<td>(a) Semester Exam: 70</td>
</tr>
<tr>
<td></td>
<td></td>
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<tr>
<td></td>
<td>(b) Internal Assessment: 30</td>
</tr>
</tbody>
</table>

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 Wildlife 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
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

SEMMTER I

Course No.: PGDGDM 104  
Course Title: Entrepreneurial Development  
Contact Hours: 45  
Duration of Exams: 3 Hours  
Maximum Marks: 100  
(a) Semester Exam: 70  
(b) Internal Assessment: 30

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  

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  

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
SEMESTER I

Course No.: PGDGDM 105

Course Title: Destination Marketing

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

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
- S M Jha
- Holloway & Plant

Marketing for Hospitality & Tourism
Tourism Marketing
Marketing for Tourism
Syllabus for
SEMESTER 2

Post Graduate Diploma in Global Destination Management
Course No.: PGDGDM 201

Course Title: Destination Management

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

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

Contact Hours: 45
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, Adoption of New product, Introduction Process
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
Course No.: PGDGDM 203
Course Title: Destination Policy and Planning
Maximum Marks: 100
(a) Semester Exam: 70
(b) Internal Assessment: 30

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 I
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

Unit III
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.

Unit IV
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
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:


- 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).

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

SEMESTER II

Course No.: PGDGDM 204  
Course Title: Tourism Research Methods  
Maximum Marks: 100  
(a) Semester Exam: 70  
(b) Internal Assessment: 30

Contact Hours: 45  
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.
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