NEW PROGRAMME SCHEME

FOR

POSTGRADUATE DIPLOMA IN TOURISM MANAGEMENT

(PGDTM)

DIRECTORATE OF DISTANCE EDUCATION
UNIVERSITY OF KASHMIR
Programme Plan
Duration: 01 Year
Intake: 100
Eligibility: Graduation (Any Stream)

I. The following shall be the Programme Structure for POST GRADUATE DIPLOMA in TOURISM MANAGEMENT (PGDTM)

Programme Structure

<table>
<thead>
<tr>
<th>S. No</th>
<th>Subject Code</th>
<th>Title of the course</th>
<th>Max marks</th>
<th>Total</th>
<th>Course Type</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>IA</td>
<td>ESE</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>DTM-101</td>
<td>Fundamentals of Tourism Management</td>
<td>20</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>2</td>
<td>DTM-102</td>
<td>Tourism and Recreational Resources</td>
<td>20</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>3</td>
<td>DTM-103</td>
<td>Travel Enterprise and Tour Operations Management</td>
<td>20</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>4</td>
<td>DTM-104</td>
<td>Hotel &amp; Hospitality Management</td>
<td>20</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td>5</td>
<td>DTM-105</td>
<td>Tourism Marketing</td>
<td></td>
<td></td>
<td>CC</td>
</tr>
<tr>
<td>6</td>
<td>DTM-106</td>
<td>Human Resource Management in Tourism</td>
<td>20</td>
<td>80</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total</td>
<td></td>
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<td>600</td>
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Legends:
IA: Internal Assessment
ESE: End Semester Examination
CC:- Core Course

II. Each paper shall contain 100 marks with the following break up:
- Theory 80 Marks
- Internal Assessment 20 Marks

**III.** Each paper shall contain 5 units. The question paper shall contain 10 questions, two from each unit. Students shall be required to attempt 05 questions selecting one from each unit within a period of 3 hours.

**IV.** The internal assessment marks shall be awarded by the coordinator (s) of the respective courses on the basis of performance of the candidate in the test / assignments / case studies, etc.

**V.** The examination shall be conducted after the completion of academic session by the Controller of examinations.

**VI.** The programme administration shall be as per the procedure / guidelines adopted by Directorate of Distance Education for other programmes.
Fundamentals of Tourism Management

Course Code: DTM-101

Course Objective: To introduce students to the fundamental constructs of tourism theory and practice to enable them to get a preliminary understanding of tourism academics and industry conceptualizations.

Course Contents

Unit I

The Tourism System: Definition and Concept of Tourism; The Tourism System: Geographical Elements, Tourism Industry, Traveller, Visitor, Tourist, Excursionist, Transit Visitor, Importance of As’ in Tourism; Career in Travel and Tourism Industry.

Unit II


Unit III

Tourism Product and Typology: Definition and Concept; Features of Tourism Product; Cultural Evaluations, Inseparability, Perishability, Seasonality, Complementarity, Multiple use; Tourism Product: Attractions, Accessibility, Destination Facilities, Amenities; Images.

Unit –IV

Travel Motivations and Barriers: Concept and Scope; Lunderberg’s View; McIntosh’s Categorization; Robinson’s Classification; Maslow’s Hierarchy; Stanley Plog’s; Psychographic Classification; Barriers to Tourism.

Unit-V

Tourism Organizations: Tourism Organizations: Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association(PATA) , World Tourism &Travel Council (WTTC) - Ministry of Tourism, Govt. of India, ITDC, Department of Tourism, Govt. of J&K,

References

Tourism and Recreational Resources

Course Code: DTM-102
Int. Assessment: 20
End Exam: 80

Course Objective: To build an understanding about the recreational processes, resources and product development and designing. The knowledge imparted in this course assumes importance in running travel trade enterprises.

Course Contents

Unit I

Tourism Products: Definition, Concept and classification; Cultural Heritage of India - Stages of evolution, continuity; Heritage – Meaning, types of Heritage Tourism, Heritage Management Organisations - UNESCO, ASI, ICOMOS, INTACH.

Unit II

Architectural Heritage of India, glimpses on the prominent architecture style flourished in different period. Different style of architecture in India – Islamic, Hindu, Jain, Buddhist.

Unit III

Understanding culture, culture as tourism product- Handicrafts, Cuisine, Customs, Performing Arts, and Event based tourism products (fairs and festivals, MICE tourism).

Unit IV

Natural tourist resources: Land forms and landscapes, Mountains as tourism products, Deserts as tourism product, Coastal and island products, Wildlife Sanctuaries and National Parks in India;

Unit V


References

- Agrawal V.S.: The Heritage of Indian Art, Govt. of India Publication.
- Basham A L: The Wonder that was India, Tapling Publishing Co., New York
- Basham A L: The Cultural History of India, Tapling Publishing Co., New York
- Christopher Tadgell : The History of Architecture in India, Penguin, New Delhi
- Daljeet and PC Jain: Indian Miniature Paintings, Brijwasi Art Press
- Dalmia Yashodhra: Contemporary Indian Art: Other Remedies , Marg Publisher, Mumbai
Travel Enterprise and Tour Operations Management

Course Objective: This course is the basis for understanding the modus operandi of a travel and tour company. It shall substantiate the students with the basic practical inputs about the various procedures involved in handling the operations of a travel enterprising and tour operations.

Course Contents

Unit I

History and growth of travel agency business, emergence of Thomas Cook; Definition of travel agent and tour operator; Itinerary preparation, important considerations for preparing itinerary, costing, packaging and promotion.

Unit II

Setting up travel agency/tour operation business: Market research; Government rules for getting approval, IATA rules & regulation for accreditation, Documentation, Sources of earning: commissions, service charges etc.

Unit III

Tour Operation: Definition & Concept; History and Growth of Tour Operation business; Types of Tour Operators; Reservation and Cancellation procedures for Tour related services-Hotels, Airlines, Cruise liners, Car rentals and Rail travel, Commission Structures from Suppliers of Service.

Unit IV

Tour Operation Documentation: Voucher; Passport: Meaning & Definition; Types of Passport; VISA: Meaning & Definition; Types of VISA; Travel Insurance.

Unit V


References

- Mohinder Chand, Travel Agency Management, Anmol: Delhi
- Chunk, James, Dexter & Boberg, Professional Travel Agency Management. Prentice Hall Publication
Hotel and Hospitality Management

Course Objective: The specific objective of this module is to obtain an understanding of the meaning of hotel operations and hospitality in the global context and to have a broad overview of hotel and Hospitality services.

Course Contents

Unit I

Introduction to Hospitality industry and its distinctive characteristics. Types of accommodation and their grouping, classification, categorization and forms of Ownership

Unit II

Major departments of a hotel - Front Office, Housekeeping, Food and Beverage Service Departments, Food Production, Engineering and Maintenance, Accounts, Human Resource, Security, Sales and Marketing, Purchase etc.

Unit III

Front Office management: Introduction to hotels, Classification of hotels, Rates and meal plans, Types of hotel guest, Organization of the front office department, Duties and responsibilities of front office staff, Reservation and registration, Functions of front office.

Unit IV

Housekeeping management: The house keeping department, Housekeeping in hotels – importance, Coordination with other departments, Types of rooms, Classification of room types, Room supplies, Guest amenities, Cleaning agents and equipments

Unit V

Food and Beverage: Introduction to catering, Types of catering establishments, Institutional catering, Commercial catering, Organization in F&B Dept, Duties and responsibilities of restaurant staff, Types of restaurants, Attributes of a waiter, restaurant and its types, the menu (definition and types of menu).

References

- Gray and Ligouri: ‘Hotel and motel management and operations’ PHI, New Delhi, 2000
- Jagmohan Negi (1997), Professional Hotel Management, S. Chand, New Delhi
• Organizational Communication - Patricia Hayes Andrews and Richard T. Herschel, A.I.T.B.S. Publishers and Distributors (Rgd).
• Interpersonal Skills for Travel and Tourism - Jon & Lisa Burton - Longman Group Ltd.
Tourism Marketing

Course Objective: Marketing is the core of any business activity today. It is therefore important for a manager to understand the concepts of marketing and refer to same in managing, planning and controlling. The objective of this course is to acquaint the participants with concepts and techniques used in marketing both at micro and macro levels.

Course Contents

Unit I


Services Marketing: Concepts, Definition, Characteristics, Services Marketing Mix. Service Quality and Service Gap Analysis Model;

Unit III


Unit IV


Unit V


References

- Marketing for Hospitality and Tourism - Philip Kotler, Jon Bower, James Maken
- Tourism Marketing : Les Lumsdon
- Marketing for Tourism - J. Christopher Holloway & Chris Robinson
- Marketing Management - V.S. Ramaswamy , S. Namakuman
- Marketing in Travel and Tourism - Victor T.C. Middleton
- Marketing Management Analysis, Planning and Control
Human Resource Management in Tourism

Course Objective: The course aims at providing a broad understanding of concepts, principles and operative functions of human resource management in tourism industry.

Course Contents

Unit I
Concepts, elements, scope and functions of Human Resource Management; organization of personnel office; Role of HR Manager; position of HR Department in organization; Challenges of HRM.

Unit II

Unit III
Training and development-concept, objectives and methods; Assessment of training needs; career planning ; performance appraisal system-concept, uses and methods; Human errors of PAS.

Unit IV
Wage and Salary administration –concept and objectives; system of wages payment; Fringe Benefits – objectives and type ; Security , Safety and health-Financial and Physical security ; Employee benefits and service –indirect compensation.

Unit V
Industrial relations: Concept and Significance, Conditions for good industrial relations, Industrial Disputes- meaning causes and settlement Grievance ; collective bargaining –meaning, benefits and procedure of collective bargaining in India; Participative management- meaning objectives and workers participation in management in India.

References

- Micheal V. Human Resource Management : Himalayan Publishing Co, Delhi
- Tripathip C Personnel Management and Industrial Relations: Sultan Chand & Sons, New Delhi