

**DEPARTMENT OF MANAGEMENT STUDIES
UNIVERSITY OF KASHMIR**

**Syllabus for
Diploma in Tourism Management
(DTM)**

(From Academic Session 2018)



DIRECTORATE OF DISTANCE EDUCATION

DIPLOMA IN TOURISM MANAGEMENT (DTM)

(Distance mode through Directorate of Distance Education)
University of Kashmir

Course Structure & Scheme of Examination (Effective from session 2018)

- I. The following shall be the course structure for one year Post Graduate Diploma in Tourism management:

S.No	Course No.	Title of the Course	Distribution of Marks		
			Semester Examination	Internal Assessment	Total
1	DTM-18101	Fundamentals of Tourism Management	80	20	100
2	DTM-18102	Tourism and Recreational Resources	80	20	100
3	DTM-18103	Travel Enterprise and Tour Operations Management	80	20	100
4	DTM-18104	Accounting and Finance for Tourism Managers	80	20	100
5	DTM-18105	Tourism Marketing	80	20	100
6	DTM-18106	Human Resource Management in Tourism	80	20	100

- 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 counselor(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 one academic year by the Controller of examinations.
- VI. The programme administration shall be as per the procedure / guidelines adopted by Directorate of Distance Education.

DTM-18101: FUNDAMENTALS OF TOURISM MANAGEMENT

Maximum Marks	100
External Exam.	80
Internal Assessment	20

Objectives:

The objective of this course is to equip students with the basic concepts, principles and practices governing tourism discipline.

Unit I

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

Unit II

Historical Development of Tourism: Chamber's Encyclopaedia: The Romantic Move, evolution of Cheap Transport; Universal Encyclopedia: The Technological Underpinnings of Tourism, Growth of Tourism as a Major International Industry; Ancient Rome, Europeans, The Grand Tour, silk route and Americas.

Unit III

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

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: origin, growth, Role and Functions; 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.

Suggested Readings

1. Charles R. Goeldner & Brent Ritchie, J.R. (2006), Tourism, Principles, Practices, Philosophies, John Wiley and Sons, New Jersey.
2. Burkart A.J., Medlik S. (1974), Tourism - Past, Present and Future, Heinemann, London.
3. Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), The Travel Industry, Van Nostrand Reinhold, New York.
4. Ghosh Bishwanath (2000), Tourism and Travel Management, Vikas Publishing House, New Delhi.
5. Holloway, J. C. (1994), The Business of tourism, Pitman Publishing, London.

INSTRUCTIONS FOR PAPER SETTER

The question paper shall contain ten questions, two questions from each unit. Candidates would be required to attempt 5 questions in all, selecting not more than one question from each unit in 3 hours duration.

DTM-18102: TOURISM AND RECREATIONAL RESOURCES

Maximum Marks	100
External Exam.	80
Internal Assessment	20

Objectives:

The objective of this programme is to provide tourism resource knowledge both at regional and national level for better understanding the tourism attractions available to managers for designing tourism products.

Unit I

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

Unit II

Architectural Heritage of India, Glimpse on the prominent architecture style flourished in different period. Different style of architecture in India – Islamic, Hindu, Jain and 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 tourism resources: Land forms and landscapes, Mountains as tourism products, Deserts as tourism products, Coastal and island products, Wildlife Sanctuaries and National Parks in India.

Unit V

Tourism Products of Kashmir: A brief overview of the History of Kashmir; Geographical aspects of Kashmir; People, religion and culture in Kashmir; Kashmiri Handicrafts: Carpets, Namdas, Paper Machie, Shawls, Wood Carving and Important places of touristic interest in Kashmir.

Suggested Readings

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

INSTRUCTIONS FOR PAPER SETTER

The question paper shall contain ten questions, two questions from each unit. Candidates would be required to attempt 5 questions in all, selecting not more than one question from each unit in 3 hours duration.

DTM-18103: TRAVEL ENTERPRISE AND TOUR OPERATIONS MANAGEMENT

Maximum Marks	100
External Exam.	80
Internal Assessment	20

Objectives:

The objective of this course is to develop in students a holistic perspective of enterprise, critical from the point of view of the top executives.

Unit I

History and growth of travel agency business, emergence of Thomas Cook; concept 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: Government rules for getting approval, IATA rules & regulation for accreditation, Documentation, Sources of earning: commissions and service charges.

Unit III

Tour Operation: 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 and concept; Types of Passport; VISA: Meaning and concept; Types of VISA; Travel Insurance.

Unit V

Guiding & Escorting: Meaning and Concepts in Guiding, Golden Rules of Guiding, Difference between Guide & Escort, Skills, Responsibilities of Guides and Escorts.

Suggested Readings

1. Mohinder Chand, Travel Agency Management, Anmol: Delhi
2. Chunk, James, Dexter & Boberg, Professional Travel Agency Management. Prentice Hall Publication
3. Fay Betsy, Essentials of Tour Management, New Jersey: Prentice Hall Publication.
4. Negi J.M., Travel Agency and Tour Operation: Concepts and Principles, New Delhi: Kanishka Publishers & Distribution

INSTRUCTIONS FOR PAPER SETTER

The question paper shall contain ten questions, two questions from each unit. Candidates would be required to attempt 5 questions in all, selecting not more than one question from each unit in 3 hours duration.

DTM-18104: ACCOUNTING & FINANCE FOR TOURISM MANAGERS

Maximum Marks	100
External Exam.	80
Internal Assessment	20

Objectives:

The objective of the course is to acquaint the students with the principles and techniques of accounting and finance for decision making and controlling of operations.

Unit-I

Financial accounting, development and functions; generally accepted accounting principles- Concepts & Conventions; accounting cycle, Journalizing Transactions-Rules of debit and Credit; Ledger Accounts-Ledger Posting from Journal Proper & Subsidiary books.

Unit-II

Trail Balance-Preparation, features and objectives; Depreciation, Provisions and reserves; Measurement of income-preparation of Trading, Profit and Loss account & Profit and Loss Appropriation Account; Balance sheet.

Unit-III

Financial statement analysis –Comparative financial statements, common size statement and trend analysis; Ratio Analysis –analysis of liquidity, leverage, profitability and activity; Fund flow analysis-uses and construction of Funds flow statement; Cash flow analysis-Uses and preparation of cash flow statement.

Unit-IV

Financial Management– Nature and scope of finance; Financial Goal- Profit vs. Wealth maximization; Finance Functions – financing, investment and dividend decisions. Time value of money; Capital Structure and sources of finance. Leverage analysis and indifference level; Cost of capital and its computation.

Unit V

Working Capital Management - Concept and Objectives; Factors affecting Working Capital requirements; Estimating Working Capital requirements; Management of Cash, Inventory and Receivables.

Suggested Readings

1. Batacharya S.K. and DeardenJ. "Accounting for Management- Text and Cases" Vikas Publishing House, New Delhi.
2. Sahaf M.A. Management Accounting: Principles and Practices- Vikas publishing House, New Delhi
3. Gupta R.L. and Radhaswamy M. "Advanced Accountancy" Sultan Chand and Sons.
4. Pandey I.M., "Financial Management", Vikas Publishing, New Delhi.
5. Chandra P, "Financial Management – Theory and Practice", Tata McGraw Hill, New Delhi.

INSTRUCTIONS FOR PAPER SETTER

The question paper shall contain ten questions, two questions from each unit. Candidates would be required to attempt 5 questions in all, selecting not more than one question from each unit in 3 hours duration.

DTM-18105: TOURISM MARKETING

Maximum Marks	100
External Exam.	80
Internal Assessment	20

Objectives:

The objective of the course is to acquaint the students with the principles and techniques of accounting for decision making and controlling of operations.

Unit I

Understanding Marketing and Marketing Process: Marketing Concepts, Nature and Scope of Marketing, Marketing Mix, Marketing Environment.

Unit II

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

Unit III

Market Targeting: Market Segmentation and Tourism Market. Identifying Market Segments and Selecting Target Market, Identifying & Developing Market Activities of Tourism Market, Marketing mix for travel and tourism.

Unit IV

Managing the Product / Service, Product Decisions-Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions; Pricing decisions.

Unit V

Marketing of Small Tourism Business. Distribution Channel in Travel and Tourism, Cooperation and conflict Management, Promotion Decision – Promotion Mix: Advertising, Sales Promotion, Personal Selling, and Publicity.

Suggested Readings

1. Marketing for Hospitality and Tourism- Philip Kotler, Jon Bower, James Maken
2. Tourism Marketing : Les Lumsdon
3. Marketing for Tourism - J. Christopher Holloway & Chris Robinson
4. Marketing Management - V.S. Ramaswamy , S. Namakuman
5. Tourism Marketing & Management Handbook - Stephen F. Wilt and Luiz Mountinho
Marketing in Travel and Tourism - Victor T.C. Middleton.

INSTRUCTIONS FOR PAPER SETTER

The question paper shall contain ten questions, two questions from each unit. Candidates would be required to attempt 5 questions in all, selecting not more than one question from each unit in 3 hours duration.

DTM-18106: HUMAN RESOURCE MANAGEMENT IN TOURISM

Maximum Marks	100
External Exam.	80
Internal Assessment	20

Objectives;

The objective of this course is to acquire students with the basic concept and techniques information technology and to enable them to apply this knowledge in business decisions.

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 in India.

Unit II

Human Resource Planning- Concept, objectives and process; Recruitment –Nature and sources; job Analysis and job description; Techniques of job analysis; Selection process. Placement and induction; Job evaluation – concept and techniques.

Unit III

Training and development-concept, objectives and methods; Assessment of training needs; career planning ; performance appraisal system-concept 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, 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 handling; collective bargaining –meaning, benefits and procedure of collective bargaining in India; Participative management- meaning, objectives and workers participation in management in India.

Suggested Readings

1. Dale S Beach : the Management of People at Work: Macmillan Publishing Co, New York
2. Monopa A and Saiyadain M: Personnel management : Tata Mc Graw Hill publishing Co, New Delhi.
3. Micheal V. Human Resource Management: Himalayan Publishing Co, Delhi.
4. Tripathip C Personnel Management and Industrial Relations: Sultan Chand & Sons, New Delhi.
5. Stone, Lioyed and Leslie W..Rue, Human Resource and Personnel Management Rochard D. Irwin, 1984

INSTRUCTIONS FOR PAPER SETTER

The question paper shall contain ten questions, two questions from each unit. Candidates would be required to attempt 5 questions in all, selecting not more than one question from each unit in 3 hours duration.