

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

S. No	Subject Code	Title of the course	Max marks		Total	Course Type
			IA	ESE		
1	DTM-101	Fundamentals of Tourism Management	20	80	100	CC
2	DTM-102	Tourism and Recreational Resources	20	80	100	CC
3	DTM- 103	Travel Enterprise and Tour Operations Management	20	80	100	CC
4	DTM- 104	Hotel & Hospitality Management	20	80	100	CC
5	DTM- 105	Tourism Marketing				CC
6	DTM- 106	Human Resource Management in Tourism	20	80	100	CC
		Total			600	

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

Int. Assessment: 20

End Exam: 80

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

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

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

- Charles R. Goeldner & Brent Ritchie, J.R. (2006), Tourism, Principles, Practices, Philosophies, John Wiley and Sons, New Jersey.

- Burkart A.J., Medlik S. (1974), *Tourism - Past, Present and Future*, Heinemann, London.
- Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), *The Travel Industry*, Van Nostrand Reinhold, New York.
- Ghosh Bishwanath (2000), *Tourism and Travel Management*, Vikas Publishing House, New Delhi.
- Holloway, J. C. (1994), *The Business of tourism*, Pitman Publishing, London.

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

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, Important places of touristic interest in Kashmir.

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

Code: DTM-103

Int. Assessment: 20

End Exam: 80

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

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

References

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

- Fay Betsy, Essentials of Tour Management, New Jersey: Prentice Hall Publication.
- Negi J.M., Travel Agency and Tour Operation: Concepts and Principles, New Delhi: Kanishka Publishers & Distribution

Hotel and Hospitality Management

Code: DTM-104

Int. Assessment: 20

End Exam: 80

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
- George Torkildsen (2000), Leisure and Recreation Management, Fourth Edition, E&FN Spon, London
- Jagmohan Negi (1997), Professional Hotel Management, S. Chand, New Delhi

- William C. Gartner & David W. Lime (2000), Trends in Outdoor, Recreation, Leisure and Tourism, CABI, London
- 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

Code: DTM-105

Int. Assessment: 20

End Exam: 80

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

Understanding Marketing and Marketing Process: Marketing Concepts, Nature and Scope of Marketing, Marketing Mix, Marketing Management Philosophies, 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 Considerations

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.

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
- Tourism Marketing & Management Handbook - Stephen F. Wilt and Luiz Mouninho
- Marketing in Travel and Tourism - Victor T.C. Middleton
- Marketing Management Analysis, Planning and Control

Human Resource Management in Tourism

Code: DTM-106

Int. Assessment: 20

End Exam: 80

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

Human Resource Planning- Concept, objectives and process; Recruitment –Nature and sources of 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, 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

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

