



# UNIVERSITY OF JAMMU

(NAAC ACCREDITED 'A' GRADE UNIVERSITY)  
(Baba Sahib Ambedkar Road, Jammu-180006 (J&K))

Academic Section

Email: [academicsectionju14@gmail.com](mailto:academicsectionju14@gmail.com)

## NOTIFICATION (23/August /Adp/76)

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 following:-

- I. Statutes and Scheme for Post Graduate Diploma in Cultural and Heritage Tourism in Jammu Region from the Academic Session 2023-24 onwards; (Annexure-I) and
- II. Syllabi and Courses of Studies for Post Graduate Diploma in Cultural and Heritage Tourism for semesters I and II (as given in the Annexure-II) for the examinations to be held in the years indicated against each semester as under:-

Semester	For the examinations to be held in the year
Semester-I	December 2023, 2024 and 2025
Semester-II	May 2024, 2025 and 2026

The Syllabi of the courses are available on the University website:  
[www.jammuuniversity.ac.in](http://www.jammuuniversity.ac.in).

No. F. Acd/II/23/9118-9132  
Dated: 28-8-2023

Copy for information and necessary action to:

1. Dean, Faculty of Social Science
2. Convener, Board of Studies in History
3. Sr. P.A. to the Controller of Examinations
4. All members of the Board of Studies
5. Confidential Assistant to the Controller of Examinations
6. I/C Director, Computer Centre, University of Jammu
7. Deputy Registrar/Asst. Registrar (Conf. /Exams. Prof)
- ✓ 8. Incharge, University Website for Uploading of the notification

Anju Bani 25/8/2023  
DEAN ACADEMIC AFFAIRS  
Sumita 25/8/23  
S 23/8/23  
Rab N 23/8/23

DEPARTMENT OF HISTORY  
UNIVERSITY OF JAMMU

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**Statutes and Scheme Governing  
Post Graduate Diploma Course  
in  
Cultural and Heritage Tourism in Jammu Region  
University of Jammu  
Jammu**

*Binnal,*

## Statutes and Scheme Governing Post Graduate Diploma Course in Cultural and Heritage Tourism in Jammu Region.

### 1. Rationale

These Courses are designed to impart to students the theoretical and empirical skills that would be of practical use to them for a variety of career options. These courses are expected to enhance their ability to understand and appreciate the rich Historical, Cultural, and Material heritage of the Jammu region in particular. While the courses will build a deep respect for places of interest, at the same time will also make the students aware of problems and prospects of cultural, material, and ecological heritage of the region of Jammu and the institutional and technical processes involving conservation, maintenance and knowledge dissemination of heritage in its widest sense. After completing this course students should be oriented to examine how heritage objects may be sustained and developed to grow the local and national economy and how culture and heritage be situated in the context of marketing and tourism. Additionally, the course shall also serve problem-based learning and requires field work and excursions which are among the priorities of the curricula.


### 2. Teaching Strategies:-

- a. Lectures: The aim is the presentation of concepts and theories supported by the available literature and best practice examples. During the lecture, ppt presentations and films shall be used.
- b. Discussions
- c. Field work
- d. Report Presentations /discussion:
- e. Dissertation presentation based on fieldwork

### 3. Course Outcome

Practical and professional understanding of **Cultural and Heritage Tourism in Jammu Region** emerging out of the blending of classroom theoretical teaching and the hard data generated from the field.

4. Name of the Programme	PG Diploma in Cultural and Heritage Tourism in Jammu Region
5. Programme Code	PGDCHT
6. Duration	One Year
7. Mode of Class	Offline.
8. Eligibility	Graduate in any discipline.
9. Intake capacity:	25



## 10. Programme Structure

The PG Diploma in Cultural and Heritage Tourism in Jammu Region shall consist of two semesters: Semester-I (4 Papers) and Semester-II (4 papers) having a theory, field works, report presentation and discussion, dissertation, Internship, and viva. The course shall comprise the following credit weightage:

- Total number of Credits: 32
- Classroom Lecture: 22 Credits
- Fieldwork Report presentation/discussion: 10 Credits
- First Semester: 16 Credits
- Second Semester: 16 Credits

## 11. Evaluation System

- a) Multi-tier system of evaluation shall be followed- Internal assessment, Term End Exam, Fieldwork Report presentation/discussion, Practical, Dissertation, and Internship Report.
- b) Internal Assessment will be conducted by the Department. Continuous Internal evaluation will be done mainly through practical assignments and seminars/ workshops/outreach programmes etc.
- c) Term End Examination will be conducted by the Controller of Examination.
- d) Project Report /Dissertation Paper (Candidates will be assigned a dissertation based on the field work or paper on any themes emerging out of the paper taught under the supervision of a particular faculty member. The projects may be completed within the specified time and the report be submitted for evaluation.

## 12. Ratio of mark for Report presentation/Discussion

- |  |       |
|--|-------|
| i. Report(s)                               | 30 %  |
| ii. Student Presentation                   | 20 %  |
| iii. Ethics and Attitude during Field Trip | 10 %  |
| iv. Final Examination                      | 40 %  |
| v. Total                                   | 100 % |

*Annual*

13. INSTRUCTION FOR PAPER SETTER AND CANDIDATE:-

- i) **Internal Assessment:** It will consist of 4 questions 1 mark each (Short answer/objective question). 2 questions of 3 marks each and 2 questions of 5 marks. (Marks- 20)
- ii) **Term End Examination:** It will consist of the following two parts of 40 marks each:-
  - a) **Part-A:** It will consist of 10 questions of 1 mark each (short answer/ objective type question). 5 questions of 2 mark each and 4 questions of 5 marks each covering all four units with equal weightage to all units- (Marks-40). To be conducted by the Controller of Examination.
  - b) **Part-B:** It will consist of the assessment of the project report /dissertation based on fieldworks. (Marks-40). To be conducted by the Department.

Bimal

Syllabus  
for  
P.G Diploma  
in  
Cultural and Heritage Tourism in Jammu Region  
Department of History  
University of Jammu  
Jammu.

Binnal

## UNIVERSITY OF JAMMU

### SYLLABUS OF THE COURSE P.G DIPLOMA IN CULTURAL AND HERITAGE TOURISM IN JAMMU REGION, DEPARTMENT OF HISTORY.

The following courses of study are prescribed for the first and second semesters of the PG Diploma in Cultural and Heritage Tourism in the Jammu Region.

PROGRAMME	COURSE CODE	SEMESTER	COURSE TITLE	Marks		Max. Marks	Credit
				Internal Assessment	External Exam+ Report Presentation		
PG Diploma in Cultural and Heritage Tourism in Jammu Region	PGDCHT101	I	Understanding the Jammu Region: Historical and Physical and Human Geography of Jammu	20	40 + 40 = 80	100	04
	PGDCHT102	I	Understanding Culture and Heritage-I	20	40 + 40 = 80	100	04
	PGDCHT103	I	Understanding Culture and Heritage-II	20	40 + 40 = 80	100	04
	PGDCHT104	I	Understanding Popular Culture	20	40 + 40 = 80	100	04
	PGDCHT201	II	Fundamentals of Cultural and Historical Tourism	20	40 + 40 = 80	100	04
	PGDCHT202	II	Art Appreciation: An Introduction to Indian and the Local Art Form	20	40 + 40 = 80		04
	PGDCHT203	II	Eco Tourism	20	40 + 40 = 80		04
	PGDCHT204	II	Sustainable Eco Tourism	20	40 + 40 = 80		04
<b>Total Credit</b>						<b>800</b>	<b>32</b>

*B. Kumar*



Syllabus for the examination to be held on Dec., 2023, 2024 and 2025.

**SEMRESTER: FIRST**

P.G Diploma in Cultural and Heritage Tourism in Jammu Region, Department of History.

**COURSE NO. PGDCHT101**

**COURSE TITLE: UNDERSTANDING THE REGION: HISTORICAL**

**PHYSICAL AND HUMAN GEOGRAPHY OF JAMMU.**

Credit: 04

(a) Internal Assessment: 20 Marks

(b) External Exam: 40 Marks

(c) Report Presentation: 40 Marks

Maximum Marks: 100

Duration of External Exam: 2:30 hrs

**Objective:-** The paper aims at making student aware of both the physical properties of the region and the human societies spread across it. It also focuses on examining how human culture interacts with the natural environment and the way those locations and places can have an impact on people. This is expected to make them understand where things are found, why they are there, and how they develop and change over time.

**Unit-I Geography of the Region:**

1. River, Mountains, Forest, and Plains
2. Bio-diversity and Ecological Niches
3. Tribes and other Ethnic Groups
4. Linguistic diversity

**(08 Lectures and Presentations)**

**Unit-II: Historical Developments:**

1. Prehistory and its Geographical Distribution
2. Proto-historic period
3. Historic period
4. Pattern of interaction with the neighboring regions

**(08 Lectures and Presentations)**

**Unit-III Culture and Religion:**

1. Major Religions and Institution
2. Cultural matrix: sub-regional variations
3. Forms of Folk-Culture and their Geographical Distribution
4. Religion and culture: Continuity and change

**(08 Lectures and Presentations)**

**Unit-IV Mapping the region**

1. Cartography and its uses
2. Physical Zoning of the Region
3. Historical and Cultural mapping
4. Defining eco-zones : Theory and Method

**(08 Lectures and Presentations)**

**(Project to be examined through specific case studies based on the data from the field))**

*B. M. W. J.*



Syllabus for the examination to be held on Dec., 2023, 2024 and 2025.

**SEMESTER: FIRST**

P.G Diploma in Cultural and Heritage Tourism in Jammu Region, Department of History.

**COURSE NO. PGDCHT101**

**COURSE TITLE: UNDERSTANDING THE REGION: HISTORICAL  
PHYSICAL AND HUMAN GEOGRAPHY OF JAMMU.**

Credit: 04

- (a) Internal Assessment: 20 Marks
- (b) External Exam: 40 Marks
- (c) Report Presentation: 40 Marks

Maximum Marks: 100

Duration of External Exam: 2:30 hrs

**SUGGESTED READING:**

1. Spate O. H. K. and Learmonth A. T. A, 1967: India and Pakistan: A General and Regional Geography, Methuen.
2. Singh R. L., 1971: India: A Regional Geography, National Geographical Society of India
3. Singh, S, Bhautik Bhugol ka Swaroop, Prayag Pustak, Allahabad.
4. Mishra R.P. and Ramesh, A., 1989: Fundamentals of Cartography, Concept, New Delhi
5. Hussain, Majid, Manav Bhugol.

**INSTRUCTION FOR PAPER SETTER AND CANDIDATE:-**

- i) **Internal Assessment:** It will consist of 4 questions 1 mark each (Short answer/objective question). 2 questions of 3 marks each and 2 questions of 5 marks. (Marks- 20)
- ii) **Term End Examination:** It will consist of the following two parts of 40 marks each:-
  - a) **Part-A:** It will consist of 10 questions of 1 mark each (short answer/ objective type question). 5 questions of 2 mark each and 4 questions of 5 marks each covering all four units with equal weightage to all units- (Marks-40). To be conducted by the Controller of Examination.
  - b) **Part-B:** It will consist of the assessment of the dissertation/ project report based on fieldworks. (Marks-40). To be conducted by the Department.



Syllabus for the examination to be held on Dec., 2023, 2024 and 2025.

**SEMESTER: FIRST**

P.G Diploma in Cultural and Heritage Tourism in Jammu Region, Department of History.

**COURSE NO. PGDCHT102**

**COURSE TITLE: UNDERSTANDING CULTURE AND HERITAGE-I.**

Credit: 04

(a) Internal Assessment: 20 Marks

(b) External Exam: 40 Marks

(c) Report Presentation: 40 Marks

Maximum Marks: 100

Duration of External Exam: 2:30 hrs

**Objective:-** This paper will enable students to understand the different facets of heritage and their significance. It highlights the legal and institutional frameworks for heritage protection in India in general and that of Jammu in particular. The implications of the rapidly changing interface between heritage and history will also be examined. The paper involves will require visits to sites and monuments. At least two Projects will be based on visits to Museums/Heritage Sites.

**Unit-I Defining Heritage:**

1. Understanding Heritage
2. Typology of Heritage: Tangible Heritage, Intangible Heritage and Art Treasure.
3. Social Context of Heritage.
4. Heritage Tourism and the existing policies **(08 Lectures and Presentations)**

**Unit-II Land and the Heritage:**

1. Visiting the Heritage and Locating the Heritage Sites.
2. The relationship between cultural heritages and landscape.
3. Geographical distribution of Cultural Heritage: Forms and Pattern
4. Issue of accessibility and travel: change and continuity. **(08 Lectures and Presentations)**

**Unit-III Challenges to Heritage:**

1. Challenges facing Tangible and Intangible Heritage:
2. Heritage and Development: Conflict and conciliation
3. Economics of Heritage: theory and practice
4. Potential and planning **(08 Lectures and Presentations)**

**Unit-IV Culture & Heritage Tourism as a Product:**

1. The Concept of Culture & Heritage Tourism in India
2. Government policy and regulations governing Culture & Heritage Tourism
3. Marketing Culture & Heritage Tourism and Developing a Marketing Plan
4. Mapping the potential of the region

**(Project to be examined through specific case studies based on the data from the field)**

*Amal*

Syllabus for the examination to be held on Dec., 2023, 2024 and 2025.

**SEMESTER: FIRST**

P.G Diploma in Cultural and Heritage Tourism in Jammu Region, Department of History.

**COURSE NO. PGDCHT102**

**COURSE TITLE: UNDERSTANDING CULTURE AND HERITAGE-I.**

Credit: 04

- (a) Internal Assessment: 20 Marks
- (b) External Exam: 40 Marks
- (c) Report Presentation: 40 Marks

Maximum Marks: 100


Duration of External Exam: 2:30 hrs

**SUGGESTED READINGS:**

1. S.S. Biswas, Protecting the Cultural Heritage (National Legislations and International Conventions). New Delhi: INTACH, 1999.
2. Chainani, S. 2007. Heritage and Environment. Mumbai: Urban Design Research Institute, 2007
3. Acts, Charters and Conventions are available on the UNESCO and ASI websites ([www.unesco.org](http://www.unesco.org); [www.asi.nic.in](http://www.asi.nic.in))
4. World Heritage Site Managers, UNESCO World Heritage Manuals [can be downloaded/ accessed at [www.unesco.org](http://www.unesco.org)]
5. Agrawal, O.P., Essentials of Conservation and Museology, Delhi, 2006

**INSTRUCTION FOR PAPER SETTER AND CANDIDATE:-**

- i) **Internal Assessment:** It will consist of 4 questions 1 mark each (Short answer/objective question). 2 questions of 3 marks each and 2 questions of 5 marks. (Marks- 20)
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  - a) **Part-A:** It will consist of 10 questions of 1 mark each (short answer/ objective type question). 5 questions of 2 mark each and 4 questions of 5 marks each covering all four units with equal weightage to all units- (Marks-40). To be conducted by the Controller of Examination.
  - b) **Part-B:** It will consist of the assessment of the dissertation/ project report based on fieldworks. (Marks-40). To be conducted by the Department.



Syllabus for the examination to be held on Dec., 2023, 2024 and 2025.

**SEMESTER: FIRST**

P.G Diploma in Cultural and Heritage Tourism in Jammu Region, Department of History.

**COURSE NO. PGDCHT103**

**COURSE TITLE: UNDERSTANDING CULTURE AND HERITAGE-II.**

Credit: 04

- (a) Internal Assessment: 20 Marks
- (b) External Exam: 40 Marks
- (c) Report Presentation: 40 Marks

Maximum Marks: 100

Duration of External Exam: 2:30 hrs

**Objective:-** This course will enable students to understand the different facets of heritage and their significance.

**Unit-I Evolution of Heritage Legislation and the Institutional Framework:**

1. Conventions and Acts—National and International.
2. Heritage-related government departments, museums, regulatory bodies.
3. Conservation Initiatives and Conservation Policy.
4. State of conservation: Policy and the scale of implementation

(08 Lectures and Presentations)

**Unit-II Challenges and Prospects:**

1. Challenges facing Tangible and Intangible Heritage.
2. Developmental Policy.
3. Antiquity Smuggling.
4. Social Response and Conflict of Interest.

(08 Lectures and Presentations to be examined through specific case studies)

**Unit-III Heritage and Travel:**

1. Heritage Sites and the possibility of developing a network
2. Cultural Heritage and the physical profile of the locality.
3. Recent Trends in Travel and Site Management
4. Religious tourism: spatial distribution and change

(08 Lectures and Presentations)

**Unit-IV Major Components of Heritage**

1. Traditions and Customs:
2. Festivals
3. Cuisine and Food.
4. Costumes

(Project to be examined through specific case studies based on the data from the field)

*R. K. Sharma*

Syllabus for the examination to be held on Dec., 2023, 2024 and 2025.

**SEMESTER: FIRST**

P.G Diploma in Cultural and Heritage Tourism in Jammu Region, Department of History.

**COURSE NO. PGDCHT103**

**COURSE TITLE: UNDERSTANDING CULTURE AND HERITAGE-II.**

Credit: 04

- (a) Internal Assessment: 20 Marks
- (b) External Exam: 40 Marks
- (c) Report Presentation: 40 Marks

Maximum Marks: 100

Duration of External Exam: 2:30 hrs

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**SUGGESTED READINGS:**

1. David Lowenthal, Possessed By The Past: The Heritage Crusade and The Spoils of History, Cambridge, 2010.
2. Layton, R. P. Stone and J. Thomas. Destruction and Conservation of Cultural Property. London: Rutledge, 2001.
3. Lahiri, N. Marshaling the Past - Ancient India and its Modern Histories. Ranikhet: Permanent Black. 2012, Chapters 4 and 5. Biswas, Protecting the Cultural Heritage (National Legislations and International Conventions). New Delhi: INTACH, 1999.

**INSTRUCTION FOR PAPER SETTER AND CANDIDATE:-**

- i) **Internal Assessment:** It will consist of 4 questions 1 mark each (Short answer/objective question). 2 questions of 3 marks each and 2 questions of 5 marks. (Marks- 20)
- ii) **Term End Examination:** It will consist of the following two parts of 40 marks each:-
  - a) **Part-A:** It will consist of 10 questions of 1 mark each (short answer/ objective type question). 5 questions of 2 mark each and 4 questions of 5 marks each covering all four units with equal weightage to all units- (Marks-40). To be conducted by the Controller of Examination.
  - b) **Part-B:** It will consist of the assessment of the dissertation/ project report based on fieldworks. (Marks-40). To be conducted by the Department.

*B. Mahal*



Syllabus for the examination to be held on Dec., 2023, 2024 and 2025.

**SEMESTER: FIRST**

P.G Diploma in Cultural and Heritage Tourism in Jammu Region, Department of History.

**COURSE NO. PGDCHT104**

**COURSE TITLE: UNDERSTANDING POPULAR CULTURE.**

Credit: 04

(a) Internal Assessment: 20 Marks

(b) External Exam: 40 Marks

(c) Report Presentation: 40 Marks

Maximum Marks: 100

Duration of External Exam: 2:30 hrs

**Objective:-** The paper examines some popular cultures expressed in different mediums like visual, oral and cultural. In the process of their evolution, these cultures eclectically draw from traditions, articulate aspirations, and even give rise to new traditions. The paper endeavors to equip students with an understanding of such phenomena historically, with special reference to Jammu and Kashmir. By the end of this course, a student will be able to understand the cultural theories of production, text, reception, ritual, and identity, and how they intersect with marketing practice. It is imperative that the students use electronic devices to view, record, and document the subject matter.

**Unit-I**

1. Defining Popular Culture.
2. Folk and oral traditions
3. Understanding its historical context.
4. Locating change and continuity

**(08 Lectures and Presentations)**

**Unit-II**

1. Visual and Performance.
2. Folk Art: Typology, Techniques, and Chemistry of Color.
3. Theatre: Music, Folk, Tales, Songs,
4. Identifying Themes, Functionality, and Geography.

**Unit-III**

1. Fairs, Festivals, and Rituals.
2. Disentangling Mythological Stories.
3. Forms of Patronage.
4. Local Variations

**Unit-IV**

1. Popular culture in the changing world :
2. The impact of the internet and audio-visual media
3. Popular cultural products and the marketing strategies
4. Role of organizations/ institutions **(06 Lectures and Presentations)**

**(Project to be examined through specific case studies based on the data from the field)**

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Syllabus for the examination to be held on Dec., 2023, 2024 and 2025.

**SEMESTER: FIRST**

P.G Diploma in Cultural and Heritage Tourism in Jammu Region, Department of History.

**COURSE NO. PGDCHT104**

**COURSE TITLE: UNDERSTANDING POPULAR CULTURE.**

Credit: 04

(a) Internal Assessment: 20 Marks

(b) External Exam: 40 Marks

(c) Report Presentation: 40 Marks

Maximum Marks: 100

Duration of External Exam: 2:30 hrs

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**SUGGESTED READINGS:**

1. Pankaj Rag, Dhuno ke Yatri, Rajkamal, New Delhi, 2006 (Hindi).
2. Ramanujan, A.K. Folktales from India A Selection of Oral Tales from Twenty-two Languages (Only Introduction).
3. Ramaswamy, V. 'Women and the 'Domestic' in Tamil Folk Songs' in KumkumSangari and Uma Chakravarti, eds., From Myths to Markets: Essays on Gender, Shimla, 1999.
4. Singh, Lata (ed.), Theatre in Colonial India: Play-House of Power, New Delhi, 2009.

**INSTRUCTION FOR PAPER SETTER AND CANDIDATE:-**

- i) **Internal Assessment:** It will consist of 4 questions 1 mark each (Short answer/objective question). 2 questions of 3 marks each and 2 questions of 5 marks. (Marks- 20)
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  - b) **Part-B:** It will consist of the assessment of the dissertation/ project report based on fieldworks. (Marks-40). To be conducted by the Department.

*B. Prasad*



Syllabus for the examination to be held on May, 2024, 2025 and 2026.

**SEMESTER: SECOND**

P.G Diploma in Cultural and Heritage Tourism in Jammu Region, Department of History.

**COURSE NO. PGDCHT201**

**COURSE TITLE: FUNDAMENTALS OF CULTURAL AND HISTORICAL TOURISM.**

Credit: 04

(a) Internal Assessment: 20 Marks

(b) External Exam: 40 Marks

(c) Report Presentation: 40 Marks

Maximum Marks: 100

Duration of External Exam: 2:30 hrs

Course Objective: The course aims at making the students aware about the different basic concepts of travel and tourism.

Course Outcome: Imparting basic knowledge about tourism.

**Unit-I Tourism Overview:**

1. Definition and Historical Development of Tourism, its Structure and Components.
2. Nature, Characteristics and Significance of Tourism Industry.
3. Approaches to the Study of Tourism.
2. Definition and Distinction between Travelers, Visitors, Excursionist, Tourist

**Unit –II Types and Forms of Tourism:**

1. Inter–regional and Intra–regional Tourism, Inbound and Outbound Tourism.
2. Forms of Tourism: Religious, Historical, Social, Adventure, Health.
3. Senior Tourism, Special Interest tourism like Culture or Nature Oriented,
4. Ethnic, Concept of Sustainable Tourism

**Unit III Tourism Marketing:**

1. Defining Tourism Marketing.
2. The Tourist Product.
3. Special Features of Tourism Marketing and Marketing Process, Marketing Research.
4. Market Segmentation, Market Targeting, Tourism Promotion and Public Relations.

**Unit – IV Human Resource Development for Tourism:**

1. Introduction of HRD Meaning, Concept and Significance.
2. HRD Systems, Models and Practices in Travel Industry.
3. Tourism Manpower Strategies, Training and Development.
4. HRD Problems and Issues in Travel Industry.

(Project to be examined through specific case studies based on the data from the field)

*Primal*

Syllabus for the examination to be held on May, 2024, 2025 and 2026.

**SEMESTER: SECOND**

P.G Diploma in Cultural and Heritage Tourism in Jammu Region, Department of History.

**COURSE NO. PGDCHT201**

**COURSE TITLE: FUNDAMENTALS OF CULTURAL AND HISTORICAL TOURISM.**

Credit: 04

(a) Internal Assessment: 20 Marks

(b) External Exam: 40 Marks

(c) Report Presentation: 40 Marks

Maximum Marks: 100

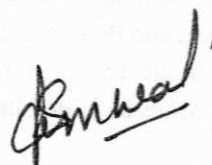
Duration of External Exam: 2:30 hrs

**Suggested Readings:**

1. Mill and Morrison, The Tourism System: An Introductory Text. Prentice Hall.
2. Mill, R.C., Tourism: The International Business. Prentice Hall, New Jersey.
3. Jayapalan. N., An Introduction to Tourism. Atlantic Publishers.
4. Bhatia, A K., The Business of Tourism – Concepts and Strategies. Sterling Publishers Private Limited.
5. Gupta, V. K., Tourism in India, Neha Publishers and Distributors.
6. Aggarwal, A. Travel and Tourism in India. Sublime Publishers.

**INSTRUCTION FOR PAPER SETTER AND CANDIDATE:-**

- i) **Internal Assessment:** It will consist of 4 questions 1 mark each (Short answer/objective question). 2 questions of 3 marks each and 2 questions of 5 marks. (Marks- 20)
- ii) **Term End Examination:** It will consist of the following two parts of 40 marks each:-
  - a) **Part-A:** It will consist of 10 questions of 1 mark each (short answer/ objective type question). 5 questions of 2 mark each and 4 questions of 5 marks each covering all four units with equal weightage to all units- (Marks-40). To be conducted by the Controller of Examination.
  - b) **Part-B:** It will consist of the assessment of the dissertation/ project report based on fieldworks. (Marks-40). To be conducted by the Department.



Syllabus for the examination to be held on May, 2024, 2025 and 2026.

**SEMESTER: SECOND**

P.G Diploma in Cultural and Heritage Tourism in Jammu Region, Department of History.

**COURSE NO. PGDCHT202**

**COURSE TITLE: ART APPRECIATION: AN INTRODUCTION TO INDIAN AND THE LOCAL ART FORM.**

Credit: 04

(a) Internal Assessment: 20 Marks

(b) External Exam: 40 Marks

(c) Report Presentation: 40 Marks

Maximum Marks: 100

Duration of External Exam: 2:30 hrs

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Objective:- The purpose of this course is to introduce students to art, both local and national, from ancient to contemporary times, in order to understand and appreciate its diversity and its aesthetic richness and its economic implication. The course will equip students with the abilities to understand art as a medium of cultural expression. It will give students direct exposure to art through visuals, and visits to sites and museums.

**Unit-I Notions of Art and Craft:**

1. Canons of Indian Paintings.
2. Prehistoric and Proto Historic Art.
3. Local Forms.
4. Major sites of the region

**(08 Lectures and Presentations)**

**Unit-II Indian Art (c. 600 BCE – 600 CE):**

1. Major Developments in Stupa, Cave.
2. Temple Art and Architecture.
3. Early Indian Sculpture: Style and Iconography.
4. Spatial distributions of temple and other heritage site **(08 Lectures and Presentations)**

**Unit-III Indian Art (c. 600 CE – 1200 CE):**

1. The temple town of Babor: Architectural Features.
2. Temple complex of Krimchi
3. Early Illustrated Manuscripts and Mural Painting Traditions.
4. Early Medieval Sculpture: Style and Iconography. **(08 Lectures and Presentations)**

**Unit-IV**

1. Major Artists and their Artworks.
2. Popular Art Forms (Folk Art Traditions).
3. The Art of Basholi: History , Techniques
4. Local Art in the Market Economy and its geographical reach

**(Project to be examined through specific case studies based on the data from the field)**

*Bansal*

Syllabus for the examination to be held on May, 2024, 2025 and 2026.

**SEMESTER: SECOND**

P.G Diploma in Cultural and Heritage Tourism in Jammu Region, Department of History.

**COURSE NO. PGDCHT202**

**COURSE TITLE: ART APPRECIATION: AN INTRODUCTION TO INDIAN AND THE LOCAL ART FORM.**

Credit: 04

(a) Internal Assessment: 20 Marks

(b) External Exam: 40 Marks

(c) Report Presentation: 40 Marks

Maximum Marks: 100

Duration of External Exam: 2:30 hrs

**SUGGESTED READINGS:**

1. Goswamy, B.N., Essence of Indian Art, Asian Art Museum of San Francisco, 1986.
2. Dhar, Parul Pandya, ed., 2011, Indian Art History Changing Perspectives, New Delhi: D.K. Print World and National Museum Institute (Introduction).
3. Ray, Niharranjan, An Approach to Indian Art, Calcutta, 1970.

**INSTRUCTION FOR PAPER SETTER AND CANDIDATE:-**

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- ii) **Term End Examination:** It will consist of the following two parts of 40 marks each:-
  - a) **Part-A:** It will consist of 10 questions of 1 mark each (short answer/ objective type question). 5 questions of 2 mark each and 4 questions of 5 marks each covering all four units with equal weightage to all units- (Marks-40). To be conducted by the Controller of Examination.
  - b) **Part-B:** It will consist of the assessment of the dissertation/ project report based on fieldworks. (Marks-40). To be conducted by the Department.



Syllabus for the examination to be held on May, 2024, 2025 and 2026.

**SEMESTER: SECOND**

P.G Diploma in Cultural and Heritage Tourism in Jammu Region, Department of History.

**COURSE NO. PGDCHT203**

**COURSE TITLE: ECO -TOURISM.**

Credit: 04

- (a) Internal Assessment: 20 Marks
  - (b) External Exam: 40 Marks
  - (c) Report Presentation: 40 Marks
- Maximum Marks: 100

Duration of External Exam: 2:30 hrs

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**Objective:-** The paper provides an overview of the nature tourism and ecotourism as a market, the supply and demand sides and the main characteristics of them. During the course we examine issues associated with ecotourism and how it can be managed in the context of a sensitive, untouched, wilderness area. The main elements are, broadly, a focus on the natural environment, ecological and cultural sustainability, education and interpretation, and local and regional benefits. The course places special emphasis on developing the students' skills of individual thinking, problem solving and working in groups. The course contains on site - studies and field.

**Unit-I Understanding the Ecological Environment of Jammu:**

1. Why Ecotourism?
2. Definition of Ecotourism.
3. Current Literature and Research.
4. Sustainability Component, Difficulties Involved. **(08 Lectures and Presentations)**

**Unit-II Ecotourism Resources:**

1. Understanding and Methods of Identification
2. Listing, and mapping Ecotourism Resource Categories (Natural, Built, and Events).
3. Protected Areas: Definition, Categories and Roles of Protected Area,
4. Planning Principles and Management Issues. **(08 Lectures and Presentations)**

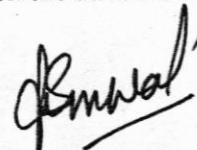
**Unit-III Identifying and Describing Ecotourism Products:**

1. Components of Ecotourism.
2. Ecotourism and the Environment.
3. Ecotourism and Conservation
4. Planning and prospects **(08 Lectures and Presentations)**

**Unit-IV Components of Ecotourism:**

1. Ecotourism and Economic Benefits.
2. Ecotourism and Social Benefits.
3. Ecotourism and Local Community.
4. Ecotourism and Education **(08 Lectures and Presentations)**

**(Project to be examined through specific case studies based on the data from the field)**





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(c) Report Presentation: 40 Marks

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Duration of External Exam: 2:30 hrs

**SUGGESTED READINGS:**

1. Ecotourism, A Guide for Planners and Managers, Ed.: Lindberg K.-Epler-Wood,
2. The Ecotourism Society, Nort Bennington, Vermont, 1998. ISBN: 0-9636331-3-9
3. Ecotourism Development – A Manual for Conservation Planners and Managers, Vol. II.
4. The business of Ecotourism Management and Development, Ed.: Drumm A.-Moore A.-Sales A-Patterson C.-Terborgh J.E.
5. The Nature Conservancy, Virginia, USA, 2004. ISBN: 1-886765-16-2
6. Ecotourism Development – A Manual for Conservation Planners and Managers, Vol.: I. Ed.: Drumm A.-Moore A. The Nature Conservancy, Arlington, Virginia, USA, 2002.
7. Natural Area Tourism. Ecology, Impacts and Management. (Ed.: Newsome, D Moore, S.A.-Dowling, R.K. 2012. Channel View Publications, Bristol-Buffalo-Toronto.
8. Tourism and Biodiversity. Achieving Common Goals Towards Sustainability. 2010 UNWTO, Madrid.

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*B. M. Mehal*

Syllabus for the examination to be held on May, 2024, 2025 and 2026.

**SEMESTER: SECOND**

P.G Diploma in Cultural and Heritage Tourism in Jammu Region, Department of History.

**COURSE NO. PGDCHT204**

**COURSE TITLE: SUSTAINABLE ECO- TOURISM.**

Credit: 04

(a) Internal Assessment: 20 Marks

(b) External Exam: 40 Marks

(c) Report Presentation: 40 Marks

Maximum Marks: 100

Duration of External Exam: 2:30 hrs

**Objective:-** Students will learn how ecotourism and outdoor recreation concepts fit into natural resource management. Specifically, this course will take an approach in which natural resource managers control recreation and can actively plan and manage the individual, social, economic, and environmental benefits of recreation and ecotourism. The course will take a practical approach to ecotourism and recreation management by revolving around three issues fundamental to planning: 1. Defining the desired future condition of a site, region, and landscape; 2. Inventorying and defining the current condition and status of ecotourism areas; and 3. Identifying management strategies and tactics to transform a natural area into the desired condition using ecotourism and recreation.

**Unit I Introduction to Eco Tourism:**

1. History and Scope of Ecotourism.
2. Components of Ecotourism.
3. Principles and Characteristics of Ecotourism.
4. Ecotourism Planning: Site Diagnostics, Target Groups. **(08 Lectures and Presentations)**

**Unit II Types of Ecotourism:**

1. Agro-Ecotourism, Geo-Ecotourism.
2. Cultural Ecotourism – Tangible and Intangible Heritages and Tourism.
3. Sensitive Areas of Ecotourism.
4. Ecotourism Management Plans. **(08 Lectures and Presentations)**

**Unit III Ecotourism resources in Jammu**

1. Eco-Regions, Vegetation Types and Protected Areas.
2. Endemism and Biodiversity Hotspots.
3. Historical Monuments and Historical Sites.
4. Adventure Ecotourism Destinations. **(08 Lectures and Presentations)**

**Unit IV Community Participation in Ecotourism Present Scenario:**

1. Future Prospects (Year-Round Ecotourism).
2. Sustainability of Ecotourism.
3. Community Based Ecotourism: Case Studies; Joint Forest Management.
4. Role of NGOs; Ethical and Legal Aspects; Eco Travel and Environmental Awareness.

**(08 Lectures and Presentations)**

**(Project to be examined through specific case studies based on the data from the field)**



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Syllabus for the examination to be held on May, 2024, 2025 and 2026.

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(a) Internal Assessment: 20 Marks

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Maximum Marks: 100

Duration of External Exam: 2:30 hrs

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**SUGGESTED READINGS:**

1. Buckley, R. (2003). Case studies in ecotourism. Cambridge: CABI.
2. Buckley, R. ed. (2004). Environmental impacts of ecotourism. Oxford shire: CABI.
3. Bulbeck, C. (2005). Facing the wild: ecotourism, conservation, and animal encounters. London: Page, S.J. and R.K. Dowling. (2002). Ecotourism. New York: Prentice Hall. Wearing,
4. S. and J. Neil. (1999). Ecotourism: impacts, potentials, and possibilities. Oxford: Butterworth-Heinemann.

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*Amwal*