

PERIYAR UNIVERSITY
SALEM – 636 011



PERIYAR INSTITUTE OF DISTANCE EDUCATION (PRIDE)

DIPLOMA IN TOURISM MANAGEMENT
ONE YEAR

REGULATIONS AND SYLLABUS
(Effective from the Academic Year 2014 – 2015)

DIPLOMA IN PERSONAL MANAGEMENT
REGULATIONS AND SYLLABUS
(Effective from the Academic Year 2014 – 2015)

1. OBJECTIVE OF THE COURSE

To impart knowledge in management and to provide basic conceptual skills and aptitude in the primary business activities so as to enable the aspiring students to exploit the business related opportunities.

2. ELIGIBILITY FOR ADMISSION

A candidate who has passed Higher Secondary Examinations / Students undergoing UG/PG degree courses.

3. DURATION OF THE COURSE

One year

4. COURSE OF STUDY AND SCHEME OF EXAMINATIONS

Title of the Paper	Duration	Marks
Tourism Management	3 hours	100
Tourism Marketing	3 hours	100
Human Resource Management in Tourism	3 hours	100
Global Tourism	3 hours	100

5. EXAMINATIONS

Examinations shall be of three hours duration for each paper. Examination will be held at the end of one year. The candidates failing in any subject (s) may be permitted to reappear in the subsequent examinations.

6. QUESTION PAPER PATTERN

Time: 3 Hours

Maximum Marks: 100

Part – A (5 x 5 = 25marks)

Answer any 5 questions

Answer to each question shall not exceed two pages

Part – B (5x 15 = 75 marks)

Answer any 5 questions

Answer to each question shall not exceed five pages

7. PASSING MINIMUM

The Candidates shall be declared to have passed the examination, if they secure not less than 40 marks in each examination.

8. CLASSIFICATION OF SUCCESSFUL CANDIDATES

Successful candidates passing all the examinations securing the marks (i)60% and above and (ii) 50% and above but below 60% in the aggregate of the marks prescribed for all subjects shall be declared to have passed the examination in **First class** and **Second class** respectively. All other successful candidates shall be declared to have passed in the examination in the **Third class**.

9. COMMENCEMENT OF THE REGULATIONS

The above regulations shall take with effect from the academic year 2014-2015.

10. TRANSITORY PROVISIONS

As stipulated by the University.

1.1 TOURISM MANAGEMENT

Unit -I Tourism

The elements of tourism, Basic components of tourism, changing trend attitudes, defining tourism and foreign tourist paid holiday concept in Europe.

Unit -II Tourism Marketing

The product, special features of tourism marketing, marketing research, tourism promotion, advertising, public relation & techniques.

Unit -III Technological Advances in Tourism

Role of communications of computer technology in reservations, hotels, railways, videotext systems.

Unit -IV Domestic Tourism

Factors determining the volume of domestic tourism, effects of domestic tourism, poor state of statistics volume of domestic tourism in India.

Unit- V Emerging Trends in Park Tourism

Economic impact of tourism, finance & pricing policy, planning and management competencies protected areas in tourism.

Reference:

1. Sunil sharma (2007), “Emerging international tourism marketing” Rajat publications, isbn 81-7880-272-4.
2. Kunal chattopadhyay (1995), Economic impact of tourism development “Kanishka publications, isbn 81-7391-047-2.
3. P.n Girija prasad (2010) “Glopal tourism “Adhyayan publications Isbn 978-81-8435-173-6.
4. Sunil sharma (2005), “Hospitality and tourism marketing” Akansha publisihg house, Isbn 81-8370-017-9.
5. Romila chawla (2005) “International tourism” Rajat publications, Isbn 81-7880-158-2.
6. A.k. Bhatia (1997),” Tourism management and marketing “Sterling publishers Pvt lit, Isbn 81 2071908 5 (pb), Isbn 81 207 1830 5 (hb).

1.2 TOURISM MARKETING

Unit – I

Definition of Marketing – Evaluation of Marketing Concept – Introduction to Tourism Marketing, Characteristics of Tourism Product – Concept of Need, Want, Demand, Structure of Tourism Industry – Identifying Customer Needs – Differences between sales and marketing.

Unit – II

Marketing Planning – Stages involved in Marketing – Market Segmentation, Targeting and Positioning relevance in Tourism Industry – Buyer's Behavior.

Unit – III

Market Research and Methods – Marketing Mix – Product, New Product Development and Product Life Cycle – Pricing and Pricing Strategies – Placement or channels of Marketing, Promotion – Advertising, Sales promotions, Public Relations and Publicity.

Unit – IV

Internal Marketing – Destination Merchandising – Sales force training – Methods, Concepts, Rewards – Marketing Control.

Unit – V

Marketing Information System (Definition, Component and Uses) Retailing – Definition, Concept, Opportunities and Emerging Trends – Marketing Environment.

Reference Books:

1. Marketing for Hospitality and Tourism – Philip Kotler, James Makens and John Bowen, Pearson Education Singapore Pvt. Ltd., New Delhi – 92.
2. Service Management and Marketing – Christian Gronron Lexington, MA, Lexington Books.
3. Marketing Leadership in Hospitality – Robert CFord and Cherril P.Heaton, Von Nostrand Reinhold India, New Delhi.

1.3 HUMAN RESOURCE MANAGEMENT IN TOURISM

Unit – I

Objectives and Strategies of Human Resource Management – Maslow Theory, Functional Policies of Hotels, Styles of Management.

Unit – II

Concept and Objectives of Human Resource Planning, Human Resource Planning Process – Job Analysis, Job Description, Contents of Job Description with Examples – Job Specification, Job Evaluation- Methods.

Unit – III

Recruitment, Selection & Interviews, Sources of Recruitment, Advertising – Selection, Letter of Application, Designing an Application form – The Short list, Interview, Interview questions – Group Discussions – Psychological Test.

Unit – IV

Appointment, Induction and Training, Performance Appraisal, Letter of Appointment – Training Programmes for Hotel Employees – Basic Principles of Training, on the Job Training – Methods of Appraisal – Traditional and Modern Methods – The Appraisal Form.

Unit – V

Employee Relation: - Employees Association, Staff Representatives, Union Representative, Strike Handling – Trade unions and Personnel Policies.

Reference Books:

1. Human Resource Management, CB Memoria, Himalayan Publishing Company, New Delhi.
2. Personnel Management: Edwin Flippo, Tata Mc Graw Hill Publishers, New Delhi.
3. Human Resource Development & Management in Hotel Industry – Dr.Jagmohan Negi – Frank Bros & Co., New Delhi.

1.4 GLOBAL TOURISM

Unit -I Global Tourism

State of global tourism, trends and driving forces, tourism trends, demographic developments, socio-cultural developments, world tourism developments.

Unit -II Micro-level Trends in Tourism

Motivation, opportunities, ability approach opportunities for need, gratification, travel personalities & general personality theories.

Unit -III Impact of Global Tourism

Environmental impacts on tourism, influences of biodiversity, global variety of ecosystems, tourism type and environmental implications.

Unit- IV Role of Communication in Sustainable Tourism

Public events to promote tourism, tourism knowledge management, tourism development in interventions.

Unit -V International Cultural Tourism

Dynamic interaction between tourism & cultural heritage, objectives of charter, principles of cultural tourism charters. Different certification programmes, regulatory complaints.

Reference:

1. Methew J Manimala- Entrepreneurship Theory at the cross road: Paradigms & praxis- Biztantra, NewDelhi
2. Robert D Hisrich: Entrepreneurship- Mc Graw Hill Companies Kanishika Bedi- Management & Entrepreneurshi p-oxford University press.
3. Vasant Desai-The Dynamics of Entrepreneurial Development and Management- Himalaya publishing House.