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

<table>
<thead>
<tr>
<th>Title of the Paper</th>
<th>Duration</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism Management</td>
<td>3 hours</td>
<td>100</td>
</tr>
<tr>
<td>Tourism Marketing</td>
<td>3 hours</td>
<td>100</td>
</tr>
<tr>
<td>Human Resource Management in Tourism</td>
<td>3 hours</td>
<td>100</td>
</tr>
<tr>
<td>Global Tourism</td>
<td>3 hours</td>
<td>100</td>
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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 = 25 marks)
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:**
1.2 TOURISM MARKETING

Unit – I

Unit – II

Unit – III

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

Unit – V

Reference Books:
1.3 HUMAN RESOURCE MANAGEMENT IN TOURISM

Unit – I

Unit – II

Unit – III

Unit – IV

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

Reference Books:
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