

Programme Project Report (PPR)
for
Distance Learning Programme under School of Distance Education

DIPLOMA IN ECO TOURISM (DET)

Course Co-ordinator: Dr. Robinet Jacob

Academic support by

School of Tourism Studies
Mahatma Gandhi University
Kottayam, Kerala

DIPLOMA IN ECO TOURISM (DET)
(Distance Learning Programme - Diploma Programme)

Programme Project Report

Mahatma Gandhi University started the School of Distance Education in 1989 with the vision of providing the opportunity for quality education to all realms of society. Since the beginning, thousands of students have availed themselves of this opportunity for higher education to a great extent throughout Kerala. Many students outside the State had also benefited from this. But after the new directions of the UGC in 2014, the University had stopped all its Off-Campus Centres of the School of Distance Education both inside and outside the State.

Now it is the new endeavour of the School to revamp its functioning by offering different types of Diploma and Certificate programmes very relevant to contemporary society, in addition to the conventional Graduate and Post Graduate programmes. This is being done with the academic and infrastructural support of the eminent Schools and Interdisciplinary Interuniversity Centres of the University. All these Schools/ Centres have already conducted similar Programmes or Post Graduate Programmes in the same area. This Diploma Programme has been designed by the School of Tourism Studies and is to be conducted by the School of Distance Education with the academic support of the School.

The School of Tourism Studies, which came up in 2010 is envisaged as a centre of higher learning and research in Tourism and Hospitality Studies and is the first University department of its kind in Kerala. The aim of the School is to develop skilled human resources specific to regional and global needs in applied, technical, interpersonal, analytical and communication abilities to master in travel management, hospitality management, foreign languages and allied areas.

Studies on tourism and hospitality education conducted by the Ministry of Tourism, GOI and FHRAI highlighted the need for more professionals. A survey by the Ministry of Tourism indicates that there is a demand for 2.03 lakh trained professionals every year of which 66 percent is at skill level and 34 percent at managerial level (69020). FHRAI's 43rd annual convention reaffirmed the fact about the mismatch between demand and supply, with Indian students still needing more institutions as the existing institutions meet only 15 percent of the industry requirements. A study conducted by the Dept. of Tourism, Govt. of Kerala says that there is a paucity of qualified talent for middle management positions in Kerala and most companies are bringing talent from outside the state to fill positions.

(a) Programme's mission & objectives:

The aim of the Diploma Programme in Eco-Tourism emphasizes on nature based tourism and analyses the history, concepts, principles, marketing, planning and management of Ecotourism activities in eco-tourism centers. It also highlights the development of ecological and cultural sustainability, education interpretation and economic benefits at the local level. This module will provide the student with an understanding of the theory and in managing the eco-tourism resources effectively. The course helps in the following:

1. To create basic understanding of tourism industry and knowledge of current trends in Ecotourism.
2. To acquire ability to understand the importance of local ecology, culture, history and economic development of Ecotourism.
3. To conserve the natural resources and maintain the integrity of indigenous culture.
4. To identify the Ecotourism markets and develop knowledge for potential Ecotourism projects.
5. To understand various methods of tour planning and site development.
6. To evaluate and study the Ecotourism resources in India and its environmental and economic aspects.

(b) Relevance of the programme with HEI's Mission and Goals:

The course focuses on the developments, practices as well as issues to deal with the conservation and management of eco-tourism resources. This course places a strong emphasis on the professional development of the students in ecotourism sector in particular. Such a qualification will enable and facilitate career progression for the students in eco-tourism sectors.

(c) Nature of prospective target group of learners:

Students with SSLC / Plus Two can join for the programme. Students interested to strengthen their knowledge in environment and eco-tourism can pursue this course.

(d) Appropriateness of programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence:

This course places a strong emphasis on the professional development of the students. Such a qualification will enable and facilitate career progression for the students. On successful completion of this module, a student will be able to (i) Understand the principles and practices associated with eco-tourism tourism management, (ii) Field visit to eco-tourism centers and sites to study the properties of the eco systems in detail (iii) Development of professional skills to work in the eco-tourism sector (iv) Critically appraise the literature and identify emerging trends in the eco-tourism sector.

(e) Instructional Design:

The course is of one year which includes theory classes, assignments, seminars and field visits.

Course Structure and Scheme of Examination

Course Duration: 1 year

No. of semesters: 2

Course Code	Course Name	Credits	Contact classes (Hours)	Internal Marks	External Marks	Total Marks
SDE-PS-1	Paper – 1 Fundamentals of Tourism and Ecotourism	4	12	20	80	100
SDE-PS-2	Paper II – Tourism Planning, Policy and Development	4	12	20	80	100
SDE-PS-3	Paper III- Geography, heritage and tourism	4	12	20	80	100
SDE-PS-4	Paper IV - Management functions and practices in tourism	4	12	20	80	100
SDE-PS-5	Paper V- Tourism Marketing and Communication	4	12	20	80	100
SDE-PS-6	Paper VI – Environment, Conservation of natural resources and Ecotourism	4	12	20	80	100
SDE-PS-7	Paper VII- Emerging trends in Ecotourism	4	12	20	80	100
SDE-PS-8	Paper VIII – Dissertation	4	12	20	80	100
Total		32	96	160	640	800

Internal Assessment of 20 marks each is based on assignments.

(f) Procedure for admissions, curriculum transaction and evaluation:

Admission to the programme will be done by the University through a common procedure for all the programmes under the School of Distance Education. Any student with SSLC/Plus two can apply. Fee structure will be decided by the University. The School will prepare an academic calendar/activity planner and will be circulated among all the learners at the time of admission itself. The academic calendar will include all the significant activities, important dates, schedule of submission of assignments, schedule of contact classes, schedule of examinations, etc.

Evaluation of the courses shall be done by the faculty themselves on the basis of internal assessment and end semester examinations. 20% of the marks will be decided by the internal evaluations and the remaining 80% by the end semester examinations which will be done by the University. The performance of a student in each course is evaluated in terms of percentage of marks with a provision for conversion to grade points.

Each student shall be required to do one Assignment/Book Review/Debate/Seminar/Presentation of case study for each course. Assignments/Book Review after valuation shall be returned to the students. The teacher shall define the expected quality of the above in terms of structure, content, presentation and the like, and inform the same to the students.

Final project: At the end of the course the candidate will be asked to submit a final dissertation. It will consist of a written report of fifty to sixty pages that focuses on the utilization of analytical techniques for various applications.

Grading System will be followed for the evaluation on a ten point scale. The details of the grading system are given in the following Table.

Percentage Equivalence of Grade:

Range of % of Marks	Grade Letter	Performance	Grade Point
95 - ≤ 100	O	Outstanding	10
85 - < 95	A plus	Excellent	9
75 - < 85	A only	Very Good	8
65 - < 75	B plus	Good	7
55 - < 65	B only	Above Average	6
45 - < 55	C	Average	5
40 - < 45	P	Pass	4
< 40	F	Fail	0
Absent	Ab	Absent	0

'P' grade is required for a minimum pass in a course. The minimum GPA required for a pass in the Diploma programme is 4.

Calculation of Grade Point Average (GPA) :

Credit Points for the Course = (No. of Credits assigned for the course x Grade Point secured for that course).

GPA indicates the performance of a student in the programme. GPA is based on the total **credit points** earned by a student in all the courses divided by the total number of credits assigned to the courses required in the programme.

Note: GPA is computed only if the candidate passes in all the required courses (gets a minimum required grade for a pass in all the required courses as per the curriculum).

$$\text{GPA} = \frac{\text{Total credit points earned by the student from all the required courses of the programme}}{\text{Total credits of all courses required in the programme}}$$

This formula shall be printed on the Grade Card issued to the student with a note that it could be used to convert the grades into mark-percentages. (The details of the grading system as indicated above shall also be printed on the Grade Card).

Conversion of GPA to Grade

GPA	Grade
10	O
9.0 - < 10	A plus
8.0 - < 9	A only
7.0 - < 8	B plus
6.0 - < 7	B only
5.0 - < 6	C
4.0 - < 5	P
< 4	F
Absent	Ab

Conversion of GPA to percentage

$$\text{Equivalent Percentage} = (\text{GPA obtained}) \times 10$$

(g) Requirement of the laboratory support and Library Resources:

To handle the practical components in syllabus field visits are required. Books relating to eco-tourism management and environmental studies are needed.

Mahatma Gandhi University Library and Information System consists of University Library, libraries of the Schools and 4 study centre Libraries. The University Library was established in 1989. The University Library which is situated in the main campus occupies purpose-built accommodation, and provides a variety of facilities and has a user-friendly environment. These include individual work spaces, room for group study and teaching, audio-visual access and online information retrieval system. The building of the University

Library is 2000 sq.m in area consisting of the cellar, the ground floor and the first floor. Academic as well as public users are given the facility to use the library. Special category membership is provided to journalists. The library is providing service from 8 am to 8 pm in three shift timings for its staff. The library functions on an average of 345 days in a year. The libraries of teaching departments are open during working hours of the Schools. Reading space is provided in all the three floors housing the various sections of the library. The library provides reading facility to the visually impaired users too. For this, an electronic lab custom made for visually and physically challenged users has been set up during 2016.

The University Library has a Library Advisory Committee. It is an 18 member committee with Vice-Chancellor as Chairman and University Librarian as Convener.

The library has a collection of 59,000 books, 232 journals, 2,135 Ph.D. theses and has access to 15000+ e-journals under E-Shodh Sindhu. The activities of the Library are comprehensively automated using open source library management software KOHA. OPAC, Journal Article Index, By monthly Bibliography compilation and Literature Search Service are also available

The library is a member of the INFLIBNET Centre, Ahmedabad as well as DELNET (Developing Library Network). As a member of these networks, the library provides access to the resources of other major libraries in the country. In addition to the access to UGC

INFONET consortium, it has access to major online databases, such as EBSCO, ProQuest dissertations and theses, Oxford Scholarship Online, IEEE All Society Periodicals Package etc. Mahatma Gandhi University had won the State IT Award during the year 2009 in the e-learning category for its university online theses digital library. The various department libraries have a good collection of subject specific books and journals.

A. MAHATMA GANDHI UNIVERSITY LIBRARY	
Category	No.
Books	59000
Journals	232
Bound Journals	7500
Ph.D Theses	2135
E-Journals (in UGC-Infonet, renamed as E-ShodhSindhu)	15000
Online databases (in UGC Infonet)	11
Online Archives subscribed	185 Titles
Online databases subscribed	4
E-books	7338
DVDs: Educational Videos	293

B	Name of School/Centre	Total No. of books
	School of Tourism Studies	1464

(h) Cost estimate of the programme and the provisions:

The budget details for the course are given in the following Table.

Budget estimate (for 100 students)

S.No.	Item	Amount (Rs. in Lakhs)
1.	Manpower	2
2.	Study material	1.5
3.	Laboratory/Library	1
4.	Internal assessment	.5
5.	End semester examination	1
	Total	6.00

Total Programme fee: Rs.6000/-

(i) Quality assurance mechanism and expected programme outcomes:

The quality of the programme will be ensured through strict monitoring by an executive committee including the Co-ordinator of the programme, the subject experts,

Director, School of Distance Education and Head of the School of Tourism Studies. The Co-ordinator of the programme shall ensure the regular student feedback of courses, teachers and programme in the prescribed format towards the end of the semester and the same shall be analysed to draw conclusions for effecting improvement. Periodical review meetings on the programme efficacy will be held in which the remarks of teachers on curriculum, syllabi and methods of teaching and evaluation will be given due importance. Moreover, the progress and the quality of the programme will be monitored by the Internal Quality Assurance Cell of the University from the outcome and feedback of the learners as well as the proper documentation maintained in the Centre.

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Syllabus

Diploma in Ecotourism

Semester I

Course I – Fundamentals of Tourism and Ecotourism

Unit 1: Introduction to Tourism and Ecotourism

Tourism concepts and definitions
Evolution and characteristics of ecotourism
Forms and types of tourism
Motivation of travel
Future trends

Unit 2: Tourism – Historical perspectives and development

Travel and tourism through ages
Development of ecotourism
Sources of Historical data
Modern tourism in India

Unit 3: Tourism industry and organizations

Viewpoints on tourism industry and major constituents
Tourism industry in India
Tourism organizations – international, national, state level and private sector
Importance of tourism statistics

Unit 4: Tourism legislations and Ecotourism guidelines

Tourism legislations
National and State level ecotourism guidelines
Various acts and laws
Tourism bill of rights and code for environment responsible tourism
World Ecotourism Summit

Unit 5: Tourism Impacts

Significance of Tourism
Tourism and environment
Economic, social, political and environmental impact
Sustainable Ecotourism –prospects and problems
Threats and obstacles to tourism

Course II –Tourism planning, policy and development

Unit 1: Tourism policy and planning

The evolution of Tourism planning
Tourism planning in India
National Action Plan 1992
Infrastructural development

Unit 2: Role of local bodies and officials in tourism

Importance of local level planning
Local bodies in India
Local bodies and tourism planning
Local level planning in public and private sector

Unit 3: Understanding tourists and hosts

Characteristics of tourists and hosts
Profiling foreign and domestic tourists
Guest – host relationship
Sociology, anthropology and tourism

Unit 4: Tourism products and operation

Guides and escorts
Sources of information for planning the tour
Planning, preparing and undertaking the tour
Tourist's expectations and guides

Unit 5: Tourist sites and attractions

Festivals and fares
Dance, Music, folk arts and crafts
Cuisines and customs
Hill stations, beaches, adventure and sports
Business cities, travel marts and heritage hotels

Course III –Geography, Heritage and Tourism

Unit 1 : Geography and Bio-diversity of India

Geography of India
India's biodiversity
Environmental concerns
Need for environmental conservation

Unit 2: Seasonality and destination in tourism

Climate and seasons

Destination management

Festivals, fares and seasonality

Unit 3: Map and chart work

Importance of maps and charts

Types of maps

Map language and map reading

Types of charts

Geo- information system and tourism

Unit 4: Preparation of maps and charts

Road map

Weather charts

Travel circuits

Rail and Air routes

Flora and fauna chart

Unit 5: Relevance of history in tourism

Knowledge of history in tourism

Monuments and museums

Performing arts

Religions of India

CourseIV –Management functions and practices in tourism

Unit 1 : Managing personnel in tourism

Personnel Management – concepts and features

Recruitment , selection, induction and placement

Training, development and motivational aspects in tourism

Career planning and performance appraisal

Employee counseling, discipline and grievance handling

Unit 2: Management functions in tourism

Financial Management

Information, technology and management

Waste Management

Unit 3: Managerial practices in tourism

Tour Operation
Travel Agencies
Hotel Services
Role of public relations in tourism

Unit 4: Management of conventions

Meetings, conferences, seminars, workshops, symposiums etc.
Understanding trade fares and exhibitions
Convention Industry
Convention planning, management and implementations
Event Management

Unit 5: Tourism services and management

Food services
Tourist transport system
Tourist operations
Airlines and airports

Semester II

Course V –Tourism Marketing and Communication

Unit 1: Tourism information and communication

Importance and sources of information in tourism
Advertising and publicity in tourism
Role of media in tourism
Tourism writing
Communication skills and tourism

Unit 2: Tourism markets

Tourism marketing- definition, concepts and features
Market segmentation
International and domestic tourism markets
Marketing research and analysis
Tourism forecasting
Role of technology in tourism marketing

Unit 3: Developmental role of tourism marketing and marketing mix

Tourism marketing and development
Role of public organization, local bodies and NGOs
Product designing and pricing strategies

Sales promotion and distribution strategies
People as an element for marketing mix

Unit 4: Destination and accommodation marketing

Marketing of regions, cities and leisure spots
Events, individuals, shopping, local foods, education and culture
Accommodation marketing- hotels, alternate and supplementary accommodation
Linkages within tourism segment

Unit 5: Transport and travel service marketing

Airlines marketing
Travel Agency marketing
Tour operation marketing
Eco-Tourism marketing

Course VI –Environment, Conservation of Natural Resources and Eco Tourism

Unit 1: Environment - Introduction

Environment - definition and concepts
Ecosystem - components of ecosystem
Biomes - major biomes of the world and biomes of India
Community interaction and nature
Biodiversity and ecological balance

Unit 2: Conservation of natural resources

Environmental conservation- definition, history and relevance
Ecotourism as a tool for conservation
The impact of Ecotourism on environment
Environmental degradation and Ecotourism
Environmental movements

Unit 3: Environment management

Environment management- principles and practices
Environmental auditing
Major environmental acts and regulations
Ecotourism and natural resource management

Unit 4: Sustainable tourism and society

Community based Ecotourism
Significance of ecotourism planning
Carrying capacity and development
Benefits of sustainable tourism

Peoples' initiatives on Ecotourism

Unit 5: Development of Ecotourism

Relevance of responsible tourism

World Ecotourism Summit- policies and formulations

Ecotourism development in India

Ecotourism in Kerala- possibilities and problems

Case study- ecotourism development in a hill station (existing infrastructural development and alternative measures to be suggested)

Course VII –Emerging trends in Ecotourism

Unit 1 : Trends and scope of Ecotourism

Innovation in Ecotourism

Special Interest Tourism – definition and scope

Importance of developing Special Interest Tourism

Factors related to Special Interest Tourism

Unit 2: Recent trends in tourism- I

Cultural tourism

Pilgrimage tourism

Ethnic and Rural tourism

Farm tourism

Unit 3: Recent trends in tourism- II

Adventure of sports tourism

Health tourism

Wildlife tourism

Unit 4: Recent trends in tourism- III

Backwater tourism

Island and beach tourism

Mountain tourism

Mangrove Tourism

Wetland Tourism

Course VIII –Dissertation

Dissertation topics can be selected by the student in consultation with the Faculty. A separate Dissertation guide will be provided to them at the beginning of the second semester

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