

Programme Project Report (PPR)

Diploma in Rural Tourism Entrepreneurship (ODL Mode)

1. Programme Mission & Objectives

- **Mission:** To empower learners with knowledge and skills to develop sustainable rural tourism enterprises through Open & Distance Learning.
- **Objectives:**
 - Build competence in rural tourism concepts, community engagement, and entrepreneurship.
 - Train learners in marketing, hospitality, and eco-tourism practices.
 - Prepare learners for mid-level roles in tourism development, rural enterprises, and local governance.
 - Encourage sustainable development and preservation of rural heritage.

2. Programme Outcomes

- Learners will understand rural tourism principles and their application in community development.
- Graduates will be able to design, execute, and manage rural tourism projects.
- Learners will gain confidence to pursue higher studies or professional certifications in tourism and entrepreneurship.

3. Target Learners

- **Eligibility:** 10+2 or equivalent.
- **Profile:** Students, professionals, entrepreneurs, and rural community members seeking tourism skills.
- **Special Focus:** Learners aiming to enhance employability in tourism and rural development.

4. Programme Structure

Duration: 1 Year (2 Semesters)

Credits: 32

Sr. No.	Paper Code	Title	Credits (T:P)	Summative Assessment	Formative Assessment	Total Marks
FIRST SEMESTER						
1.	D26-RTE-101	Fundamentals of Rural & Agri-Tourism	4(4.0)	70	30	100
2.	D26-RTE-102	Farm-to-Fork & Agro-Activities	4(4.0)	70	30	100
3.	D26-RTE-103	The Entrepreneurial Mindset & Business Basics	4(4.0)	70	30	100
4.	D26-RTE-104	Communication Skills & Customer Service	4(4.0)	70	30	100
SECOND SEMESTER						
5.	D26-RTE-201	Managing Homestays & Farm Stays	4(4.0)	70	30	100
6.	D26-RTE-202	Digital Marketing for Rural & Farm Businesses	4(4.0)	70	30	100
7.	D26-RTE-203	Basic Accounting & Legal Compliance	4(4.0)	70	30	100
8.	D26-RTE-204	Capstone Project: Launching a Rural/Agri-Venture	4(0.4)	70	30	100

5. Instructional Design

- **Self-Learning Materials (SLM):** Print + digital modules.
- **Multimedia:** Recorded lectures, webinars, tutorials.
- **Assignments:** Case studies, rural tourism project proposals, community surveys.
- **Learner Support:** Online forums, counseling, peer interaction.

6. Admission & Evaluation

- **Admission:** Online application via ODL portal.
- **Evaluation:**
 - Internal Assessment (30%) – assignments, quizzes, projects.
 - End-Term Exam (70%) – proctored online/offline.
- **Certification:** Diploma awarded upon completion of all credits.

7. Faculty & Resources

- **Faculty:** Tourism experts, rural development specialists, and academic professionals.
- **Resources:**
 - Access to tourism case studies, project templates, and marketing tools.
 - Library support (e-books, journals, case studies).
 - LMS for online learning.

8. Cost Estimate

- Affordable fee structure.
- Scholarships and concessions for disadvantaged learners.
- Budget allocation for faculty, technology, and learner support.

9. Quality Assurance

- Curriculum updated regularly with industry standards.
- Feedback from learners and employers.
- Monitoring by Centre for Distance Education.
- Compliance with UGC-DEB guidelines.