

Course Name: Tourism Management

Description: The Tourism Management Training Course is designed to provide individuals with the necessary skills and Knowledge to manage and promote tourism operations effectively. With India's rich cultural heritage and diverse landscapes, there is a growing demand for skilled tourism professionals. This Course aims to bridge the gap by Training individuals to oversee and manage various types of tourism activities, including eco-tourism, cultural tourism and adventure tourism. Graduates of this Course will be capable of working independently and efficiently in Tourism Management roles, meeting the needs of the dynamic tourism industry.

Scope: The Course covers all aspects of Tourism Management, from planning and marketing to customer service and financial management. It is suitable for individuals seeking employment in the tourism sector or those interested in starting their own tourism ventures.

Importance in Current Days: With the increasing interest in travel and tourism and the need for sustainable tourism practices, the role of a tourism manager is becoming more crucial. Skilled tourism managers are needed to ensure efficient operations, enhance visitor experiences and implement modern tourism techniques.

Overview: The Course provides a comprehensive understanding of Tourism Management principles, Practical skills for managing tourism operations and the use of technology in tourism. It includes both Classroom-Practical Training and online learning components.

Objectives:

- To impart Knowledge of modern Tourism Management practices.
- To develop Practical skills in managing various types of tourism activities.
- To enhance understanding of sustainable tourism techniques.
- To prepare Students for global job opportunities in the tourism sector.
- To provide a pathway for entrepreneurial ventures in tourism.

Duration:

- 2 Weeks Classroom-Practical Training
- 2 Weeks Online Training
- Followed by 6 Months Apprenticeship (Optional)

Course Language:

English explanation with Hindi if required.

Location:

Khongnangthaba University Campus, Imphal

Time:

Monday to Friday, Daily 4 hours starting from 10 AM to 2 PM followed by Assignments and Extra Class Work.

Skills Required:

Online learning via mobile apps or computer
Reading or writing in English or Hindi

Written Exam Paper:

Assessment of Knowledge gained through Written Exams.

Assessment and Certification:

Provisional Certification after 4 Weeks

Final diploma after successful completion of 6 Months Apprenticeship (Optional)

Day	Time	Topic	Content
Week 1			
Day 1	10:00 AM - 11:00 AM	Introduction to Tourism Management	Definition and principles, historical background
	11:00 AM - 12:00 PM	Overview of the Tourism Industry	Types of tourism (leisure, business, eco-tourism, cultural tourism), key stakeholders in the industry
	12:00 PM - 1:00 PM	Importance of Sustainable Tourism	Environmental impact, benefits of sustainable practices
	1:00 PM - 2:00 PM	Group Discussion and Q&A	Interactive session on Tourism Management challenges
Day 2	10:00 AM - 11:00 AM	Tourism Marketing and Promotion	Marketing principles and strategies
	11:00 AM - 12:00 PM	Understanding Tourist Behavior	Factors influencing tourist choices
	12:00 PM - 1:00 PM	Digital Marketing in Tourism	Social media, SEO and online advertising
	1:00 PM - 2:00 PM	Practical Exercise	Developing a marketing plan for a tourist destination
Day 3	10:00 AM - 11:00 AM	Tourism Planning and Development	Planning principles and processes
	11:00 AM - 12:00 PM	Tourism Policy and Legislation	Understanding local and international regulations
	12:00 PM - 1:00 PM	Destination Management	Strategies for managing and promoting destinations
	1:00 PM - 2:00 PM	Case Study	Successful tourism destinations and their strategies

Day 4	10:00 AM - 11:00 AM	Hospitality Management	Principles of hospitality and customer service
	11:00 AM - 12:00 PM	Hotel and Accommodation Management	Managing different types of accommodation facilities
	12:00 PM - 1:00 PM	Food and Beverage Management	Importance of F&B in tourism
	1:00 PM - 2:00 PM	Practical Exercise	Role-playing customer service scenarios
Day 5	10:00 AM - 11:00 AM	Event Management in Tourism	Planning and organizing events
	11:00 AM - 12:00 PM	Cultural and Heritage Tourism	Promoting cultural and heritage sites
	12:00 PM - 1:00 PM	Adventure and Eco-Tourism	Sustainable practices and risk management
	1:00 PM - 2:00 PM	Field Trip	Visit to a local tourism site for Practical insights
Day 6	10:00 AM - 11:00 AM	Tourism Economics	Economic impact of tourism
	11:00 AM - 12:00 PM	Financial Management in Tourism	Budgeting and financial planning
	12:00 PM - 1:00 PM	Risk Management in Tourism	Identifying and mitigating risks
	1:00 PM - 2:00 PM	Practical Exercise	Creating a budget for a tourism project
Day 7	10:00 AM - 11:00 AM	Travel and Tour Operations	Managing travel agencies and tour operators
	11:00 AM - 12:00 PM	Transportation Management	Role of transportation in tourism
	12:00 PM - 1:00 PM	Customer Relationship Management (CRM)	Building and maintaining customer relationships
	1:00 PM - 2:00 PM	Case Study	Successful travel agencies and tour operators
Day 8	10:00 AM - 11:00 AM	Technology in Tourism	Emerging technologies and their impact
	11:00 AM - 12:00 PM	Online Booking and Reservation Systems	Overview and management
	12:00 PM - 1:00 PM	Mobile Applications in Tourism	Development and usage
	1:00 PM - 2:00 PM	Practical Exercise	Demonstrating online booking systems
Day 9	10:00 AM - 11:00 AM	Sustainable Tourism Practices	Implementing eco-friendly practices

	11:00 AM - 12:00 PM	Community-Based Tourism	Engaging and benefiting local communities
	12:00 PM - 1:00 PM	Volunteer Tourism	Opportunities and ethical considerations
	1:00 PM - 2:00 PM	Group Discussion	Developing sustainable tourism projects
Day 10	10:00 AM - 11:00 AM	Crisis Management in Tourism	Handling emergencies and crises
	11:00 AM - 12:00 PM	Legal and Ethical Issues in Tourism	Understanding and addressing legal challenges
	12:00 PM - 1:00 PM	Health and Safety in Tourism	Ensuring the safety of tourists
	1:00 PM - 2:00 PM	Practical Exercise	Developing a crisis management plan
Day 11	10:00 AM - 11:00 AM	Introduction to the Online Platform	Navigating the online Training interface
	11:00 AM - 12:00 PM	Accessing Course Materials Online	Downloading e-books, articles and other resources
	12:00 PM - 1:00 PM	Online Learning Best Practices	Effective study techniques and time management
	1:00 PM - 2:00 PM	Interactive Q&A	Addressing technical issues and questions
Day 12	10:00 AM - 11:00 AM	Developing a Tourism Marketing Plan	Comprehensive steps and strategies
	11:00 AM - 12:00 PM	Implementing Marketing Strategies	From planning to execution
	12:00 PM - 1:00 PM	Case Studies on Marketing Plan Implementation	Success stories and lessons learned
	1:00 PM - 2:00 PM	Practical Exercise	Creating a marketing plan for a tourism project
Week 3			
Days 13-15	All Day	Online Training	Case studies and assignments: analyzing real-world Tourism Management scenarios, completing assignments related to previous Classroom Training topics
Week 4			
Days 16-17	All Day	Online Training	Advanced topics in Tourism Management: delving deeper into complex issues and strategies in Tourism Management
Days 19-20	All Day	Online Training	Project work and presentations: working on a final project to integrate learning from the entire Course, preparing and delivering presentations on project findings

Course Outcome:

Job opportunities in India and Worldwide in Tourism and Hospitality Sectors
Start-up Opportunities in the Tourism Sector

References and Resources:

- **Books:**
 - "Marketing for Hospitality and Tourism" by Philip Kotler
 - "The Business of Tourism" by J. Christopher Holloway
 - "Sustainable Tourism: A Global Perspective" by Rob Harris
- **Websites:**
 - World Tourism Organization (UNWTO): www.unwto.org
 - Tourism Management Institute (TMI): www.tmi.org.uk
 - Sustainable Travel International: www.sustainabletravel.org

Assessment:

- **Written Exam Paper:**
 - Comprehensive exam covering all Course topics
- **Provisional Certification:**
 - Awarded after successful completion of the 4-Week Course
- **Final Diploma:**
 - Granted upon successful completion of the Optional 6-Month Apprenticeship

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