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MTM COLLEGE OF ARTS, SCIENCE & COMMERCE

PAZHANJI (PO), VELIANCODE, PONNANI, MALAPPURAM DIST-679579

Affiliated to University of Calicut; No: 6682/2014/Admn

Ph:04942675400,9020875400

ERTIFICATE COURSE ON TOURISM MANAGEMENT

(MTMMG06)

MAX MARKS 40

MAX TIME: 1 HRS

PART A

Answer all questions

(Each question carries 2 marks)

1. What is digital marketing?
2. What is brand building?
3. What is hospitality management?
4. What is tourism management?
5. What is Crisis Management?

(5*2=10)

PART B

Answer all questions

(Each question carries 4 marks)

6. How has the tourism industry evolved over the years, and what are the current trends in tourism management?
7. How does digital marketing impact the promotion of tourism products and services?
8. Explain the risk assessment of tourism management?
9. What are the models of social media tourism?
10. Briefly explain tourism operations in India?

(5*4=20)

PART C

Answer any One question

(Question carries 10 mark)

11. What are the key challenges faced by tourism managers in promoting sustainable tourism?
12. How does technology, such as mobile apps and social media, influence tourism management and customer experience? (1*10=10)



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CERTIFICATE COURSE ON TOURISM MANAGEMENT

(MTMMG06)

DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES

ACADEMIC YEAR 2022-2023



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TITLE OF THE PROGRAMME: CERTIFICATE COURSE ON TOURISM MANAGEMENT

(MTMMG06)

Course Description:

The Certificate Course in Tourism Management is a comprehensive program designed to equip individuals with the essential knowledge and skills required for a successful career in the tourism and hospitality industry. This course covers a wide range of topics, including tourism marketing, operations, customer service, and sustainable tourism practices. It provides students with a solid foundation in the principles of tourism management and offers practical insights into the dynamic world of travel and tourism.

Number of Contact Hours: 30 hrs

Course evaluation: 40 marks in written examination and 10 marks internal evaluation

Objectives: - This course aims to provide students with a well-rounded education in tourism management, equipping them with the skills and knowledge necessary to succeed in various roles within the tourism and hospitality industry.

Learning Outcomes: On completing the course students will be able to:

1. To equip students with the skills necessary to develop effective tourism marketing strategies, promote destinations, and attract tourists.
2. To teach students the fundamentals of managing tourism-related businesses, including hotels, resorts, and travel agencies, with a focus on customer satisfaction.
3. To enable students to plan and develop tourism products and destinations, taking into consideration market demand and sustainability.

4. To introduce students to the basics of hospitality management, including food and beverage operations and guest services.

SCHEME

Number of instructional hours: 30hrs

Duration of the programme: 30 days

Targeted group: First year students

Credits:

Pedagogy: class room teaching

ASSESSMENT

Continuous Evaluation: 10 Marks

Summative Assessment: 40 Marks

Total: 50

Continuous Evaluation

Quizzes: 5 Marks

Class tests: 5 Marks

Summative Assessment

End semester examination: 40 Marks

QUESTION PAPER PATTERN

Objective: 2 marks questions

Short Answer: 5 marks questions

Paragraph: 10 mark question

Duration of the Examination: 1.5 hr

PASS CRITERIA

Students should have at least 60% attendance and must have secured at least 50% marks

CERTIFICATION

Successful candidates will be awarded with a certificate issued by the Department



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COURSE CONTENTS

MODULE 1: Introduction to tourism management

Overview of the tourism industry.

History and evolution of tourism.

Key concepts and definitions in tourism.

Tourism stakeholders and their roles.

Importance of sustainable tourism.

MODULE 2: Tourism Marketing and Promotion:

Marketing strategies for tourism destinations.

Digital marketing and social media in tourism.

Branding and image building for destinations.

Market segmentation and targeting.

Promotional techniques and campaigns.

MODULE 3: Tourism Operations and Management:

Planning and development of tourism infrastructure.

Hospitality management and customer service.

Transportation and logistics in tourism.

Tour guiding and itinerary planning.

Crisis management and risk assessment in tourism.