



## **MTM COLLEGE OF ARTS, SCIENCE & COMMERCE**

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### **Certificate Course Travel and Tourism Management**

Course Code: MTMCM06

Total hours: 30 hours

Course evaluation: Written Exam-50 marks

Internal Mark: 25 marks

#### **Course Description**

This course aimed at providing students with in-depth knowledge about tourism and hospitality trends. It involves both practical and academic study of tourism business, its operations, the behavior of tourists, trends in the tourism industry and its dynamics

#### **Course Learning Outcomes**

- To acquaint students with different destinations.
- To enable students to plan and develop destinations.
- To learn about the concept of destination.
- To study tourism destination planning and other aspects.
- To know about planning approaches and indicators, design and innovations
- To know about tangible and intangible attributes of destination To learn about how to measure destination Image

- To learn about product development and packaging
- To identify the culture and nature based development in destination.
- To study public and private policy, Partnership.
- To identify the role of urban civic body, town planning, urban development

## **Syllabus**

Module 1: Introduction to Destination Planning and Development, Characteristics of Tourism Destination, Destination Management System, Destination Planning Guidelines and Selection Process, Value of Tourism **(10 hours)**

Module 2: Levels of Tourism Planning and Development, Assessment of Tourism Potential, Planning for Sustainable Tourism Development, Economic, Socio-Cultural, and Environmental Considerations, Planning For Demand Supply Match **(10 hours)**

Module 3: Destination Image Development, Attributes of Destination, Measurement of Destination Image, Destination Branding, Web Based Destination Branding, Framework for Tourism Destinations, Destination Marketing Mix & Destination Competitiveness, Distribution Channels, Marketing Communication & Strategies **(10 hours)**

## **Reference:**

- Marketing for travel and tourism management, Philip Kotlar, John T. Bowen, James Makens, Seyhmus Balogu
- Travel and tourism management, Prakash Talwar
- Tourism operation and management, Sunetra Roday, Archana Biwal, Vandana Joshi