

Short Term Customized Skill Education Programme for Responsible Destination Management

SUMMARY

Course Name: Short Term Customized Skill Education Programme for Responsible Destination Management

Course Duration: 8 weeks

Eligibility: Bachelor's/Master's degree in Tourism, Hospitality or similar fields

Mode: Online on TISSx

Programme fees: INR 20,500

SHORT TERM CUSTOMIZED SKILL EDUCATION PROGRAMME FOR RESPONSIBLE DESTINATION MANAGEMENT

Programme Introduction

This expertly crafted certification course is dedicated to sustainable tourism destination management principles and practices. Participants will engage with the latest sustainable development methodologies to create, enhance, and manage tourism destinations that are economically viable, environmentally friendly, and culturally responsible. The course aims to foster a new generation of tourism leaders committed to sustainability through theoretical learning and practical application.

Eligibility for Admission

- Bachelor's/Master's degree in Tourism, Hospitality, Environmental Studies, Geography, Business Administration or similar fields
- Open to students, fresh graduates, working professionals or entrepreneurs in tourism, hospitality, or related sectors.

Course Outline

S No.	Components	Duration
1	Online Modules Module 1: Destination Dynamics and the Paradox of Tourism Module 2: Strategic Horizons: Planning Resilient Destinations Module 3: Synergistic Strategies: Mastering Destination Management Module 4: Navigating Choices: Crafting the Narrative of Sustainable Tourism destinations	8 weeks

	Module 5: Horizon Crafting: Co-creating Tomorrow's Destinations Module 6: Sustainable Marketing and Branding Module 7: Innovation and Future Trends in Sustainable Tourism and CSR	
	Module 8: Assessment and Assignment: Sustainable Tourism Strategy creation and CSR plan	
Total Duration		8 weeks (80 hours)

Employability/Skill enhancement

Upon completion, participants will be well-prepared to lead initiatives and projects in sustainable tourism, with enhanced abilities to innovate and drive change within the industry. They can make informed decisions that balance the needs of the environment, economy, and society. Graduates of this course are highly valued in the job market and seen as pivotal contributors to the global shift towards more sustainable tourism practices.

Career Prospects/Job Role

Career prospects and job roles available after completing this course in responsible destination management include Destination Management etc.

Affiliation of Resource Persons

Sustainability Experts, Industry Practitioners, Academic Experts, Representatives from NGOs and Societies like ICRT, RT Mission etc

Programme Fees: INR 20,500