MES ARTS AND SCIENCE COLLEGE, KUTTIPPURAM

DEPARTMENT OF MANAGEMENT STUDIES

ADD ON COURSE

TRAVEL AND TOURISM MANAGEMENT

Time: 4 Hours per week   **Hours: 30**

Course Objectives:

The objective of this course is to equip students with a comprehensive understanding of the travel and tourism industry, focusing on its key components, trends, and challenges.

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

1. Explore key concepts and structures within the travel and tourism industry.
2. Analyse current trends and their effects on the economy, highlighting tourism's significance.
3. Learn effective strategies for planning and managing tourist destinations.
4. Recognize the importance of sustainability, focusing on environmentally and socially responsible tourism.
5. Appreciate the role of excellent customer service in enhancing traveller satisfaction and loyalty.
6. Explore techniques to improve customer interactions and overall travel experiences.

Module 1: Introduction to Travel and Tourism: Definition and Scope of Travel and Tourism -Types of tourism (leisure, business, eco-tourism, etc.) - Components of the tourism industry: attractions, accommodations, transportation, and services. - History and Evolution of Tourism - Key milestones in the development of the tourism sector. - Global Tourism Trends - Current statistics and forecasts. - Emerging destinations and changing traveller demographics - Impact of Tourism- Economic, social, and environmental impacts of tourism.

Module 2: Destination Planning: Steps in developing a destination strategy- Stakeholder involvement (government, local communities and businesses)- Marketing Destinations]- Brand positioning and promotion - Use of tourism boards and agencies - Sustainable Tourism Practices - Principles of sustainability in tourism - Case studies of successful sustainable tourism initiatives - Cultural Heritage and Community Engagement - Balancing tourism development with cultural preservation - Benefits of community-based tourism.

Module 3: Travel Agency Operations: Types of travel agencies (online, traditional, corporate) - Key roles and responsibilities within a travel agency - Itinerary Planning - Creating customized itineraries - Tools and software for itinerary management- Transportation and Logistics - Overview of transportation modes (air, land, sea)- Coordination of travel logistics and operations.

Module 4: Customer Relationship Management (CRM): Importance of CRM in tourism - Tools and techniques for effective customer engagement- Service Quality - Defining service quality in the context of tourism - Service standards and customer satisfaction metrics - Managing Customer Expectations - Techniques to manage and exceed expectations - Handling complaints and feedback effectively.

Module 5: Tourism Marketing Fundamentals: The marketing mix (product, price, place, promotion) in tourism. - Target audience segmentation and positioning- Digital Marketing for Tourism - SEO, SEM, and online advertising - Creating and managing tourism websites- Social Media and Branding - Leveraging social media platforms for tourism promotion- Case studies of successful tourism campaigns- Market Research and Analysis - Techniques for gathering and analysing tourism market data - Utilizing research to inform marketing strategies.

Final Assessment:

- A comprehensive exam covering all modules.

- Group project presentation synthesizing knowledge from all modules, focusing on a real-world tourism challenge.

Course Resources:

- Recommended textbooks and articles.

- Online resources and case studies for further reading.

Course Delivery:

- Combination of lectures, interactive workshops, group discussions, and guest speakers from the industry.