

DHRUBA CHAND HALDER COLLEGE

DEPARTMENT OF GEOGRAPHY

3 months Add on course

Tourism Management

Course coordinator – Sri Pijush Kanti Mondal and Smt Parul Das

Sl no	Date/ Day/Time Saturday at 2 pm	Topic	Name of the Resource person
1	6/02/2021	Tourism: 1. Scope and Nature 2. Concepts and Issues 3. Future prospects	Parul Das (Concept note)
2	13/02/2021	Types of Tourism: Ecotourism, Cultural tourism, Adventure tourism, Medical tourism, Pilgrimage (motivating factors for pilgrimage), Local, National, International	Aminur Rahaman Mandal
3	20/02/2021	Factors influencing Tourism – Historical, natural, socio- cultural and economic Leisure & Recreation interrelationship; Tourism products & Sustainable tourism	Preetha Saha

4	27/02/2021	Use of information on factors to Plan destination marketing, Tourism marketing. Marketing skills for tourism Business (Macro & Micro marketing environment) package tour. Travel Agent , Tour operators planning & guiding; Forecasting market demand	Rajib Gayen
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