



## **Faculty Development Program (FDP) on Cultural Tourism Management**

2 - 13 July 2018

**Conducted by:**



**Indian Institute of Tourism & Travel Management**

(An Autonomous Body under Ministry of Tourism, Govt. of India)

**Dumuduma, Bhubaneswar – 751019**

<b>Objective</b>	The course investigates the relationship between culture and tourism by examining the socio-cultural complexities of cultural heritage tourism. Issues and trends in the management of tangible and intangible assets, such as interpretation, globalization, cross-cultural values, impacts of development, sustainable tourism, will be analyzed through a process of training.
<b>Problems Identified</b>	Cultural tourism development in Odisha has not been effectively managed despite immense potential. There is a need for active enhancement of cultural resources through increased supply, diversity, quality and sale of viable cultural tourism services through trained human resource.
<b>Training Need</b>	<ul style="list-style-type: none"> <li>❖ The course objectives are based on three learning domains: foundation, application and execution.</li> <li>❖ To impart techniques for cultural tourism management which will provide a cutting edge for excelling in the professional field.</li> </ul>
<b>Educational Qualification</b>	Post Graduate in any discipline
<b>Age</b>	No bar
<b>No. of participants</b>	20 (One Batch)
<b>Time</b>	2 <sup>nd</sup> – 13 <sup>th</sup> July 2018
<b>Duration of training</b>	2 Weeks/60 hrs (Lectures of 6-hrs duration a day and five days a Week)
<b>Language</b>	English
<b>Venue</b>	IITTM, Bhubaneswar.
<b>Methodology</b>	<ul style="list-style-type: none"> <li>✓ Lecture and discussion</li> <li>✓ Management Games</li> <li>✓ Group discussions</li> <li>✓ Case Studies</li> <li>✓ Projects</li> </ul>
<b>Programme Fee</b>	<p><b>Rs. 5000/-</b></p> <p>In shape of Demand Draft in favour of IITTM Payable at Bhubaneswar to be sent to IITTM, Dumuduma Bhubaneswar – 751019, Odisha on or before by 30<sup>th</sup> June 2018</p>

<p><b>Benefit</b></p>	<ul style="list-style-type: none"> <li>❖ Benefit under CAS, Category 3(UGC Guidelines)</li> <li>❖ This course will facilitate acquiring knowledge and demonstrating an understanding of the relationship between culture and tourism, how cultural tourism affects and is affected by stakeholders and the relationship between cultural tourism and contemporary issues</li> <li>❖ On successful completion of the course, candidates will have the knowhow to counter the issues encountered in cultural tourism management in an effective manner.</li> <li>❖ Learn to perform under constraints and demonstrate an ability to work in a group through collaboration and cooperation.</li> </ul>
<p><b>Assessment</b></p>	<p>A final assessment will be done at the completion of the course which include written and a practical/Viva exam on the modules covered during the session. Grades will be awarded based on the combined performance in the exam and certificates issued with different grades accordingly.</p>
<p><b><u>Model Syllabus of the programme</u></b></p>	<p>The syllabus will cover topics broadly from the following eight modules</p> <ul style="list-style-type: none"> <li>• Culture. Cultural dimensions and subcultures</li> <li>• Culture and Cultural heritage</li> <li>• Tourism impacts in Culture</li> <li>• Interpreting heritage for tourists</li> <li>• Creating a marketable product: market strategy</li> <li>• Intangible Cultural Heritage <ul style="list-style-type: none"> <li>- Handicrafts and visual arts</li> <li>- Music and the performing arts</li> <li>- Social Practices and rituals</li> </ul> </li> <li>• Tourism and Cultural Heritage Management</li> <li>• Communication skills and group dynamics</li> <li>• Staged events and marketing cultural products</li> <li>• Local/regional preservation resources/agencies</li> <li>• Information and communication technology</li> </ul>
<p><b><u>Programme Coordinator</u></b></p>	<p>Dr. Adyasha Das  Asstt Professor  Indian Institute of Tourism &amp; Travel Management  Dumuduma, Bhubaneswar  Email : <a href="mailto:adyasha_das@yahoo.com">adyasha_das@yahoo.com</a>  Website : <a href="http://www.iiittmb.in">www.iiittmb.in</a></p>

