

Certificate Course in Heritage Guiding and Tourism Management

The 'Certificate Course in Heritage Guiding and Tourism Management' envisages to impart Skill based education and training in Heritage guiding and Tourism, by equipping the learners with fundamentals of Tourism and related service sectors. The Course envisages enabling the learners to identify and utilize the available and non-available, visible and invisible potentials of resources, market them and generate steady income. Gender sensitisation and Women empowerment are also major focus of the course by attracting educationally qualified, but financially underprivileged students to venture into new horizons of Tourism. First hand training and Skill development will equip the learners to get accustomed with the intricacies and advantages of various budding sectors. Encouragement in audaciously establishing of Start up's and development of Packages by the learners themselves is of prime thrust of the Course.

What makes the Course relevant?

The focus on Tourism has shifted to responsible and sustainable tourism after Covid-19 outbreak. Kerala already has a parallel system in the form of Responsible Tourism Initiative (RT) to realise sustainable tourism through community involvement. The pandemic has shifted focus from mass tourism to village tourism. To fit in an immensely competitive world, it becomes apposite to adapt with the flow of trending demands in each sector. The Post –Covid period is expected to generate flourishing opportunities in Tourism sector and shall change its perception globally. Owing to these emerging innumerable opportunities in tourism and hospitality sectors, the students of History, Social Work, Sociology, Commerce, Economics, Languages and other disciplines has immense scope for employment in both urban and rural settings. A skilled /trained student or even laymen can thus find jobs of his / her own reducing domestic dependency and earn a decent livelihood.

For a minimum waged job in Tourism and hospitality sectors, the educational qualifications are preferably a Certificate / Diploma/ Graduation Degree in any discipline. Good linguistic skills, especially, verbal along with a pleasing personality and knowledge of foreign language is an added advantage. Hence, the proposed Course has vast application as it incorporates all the prerequisites for entering the job market.

How shall we support you?

'Certificate Course in Heritage Guiding and Tourism Management' has immense relevance as it envisions /enables the learner to:

- get a decent employment in related fields.
- enhance women empowerment in the field.
- become a destination expert.
- earn and save for future, attain self-dependency & financial stability .
- harness regional ,national and international employment opportunities .
- identify potentials in tourism , heritage and hospitality sectors in and around locality and innovate and creatively produce demand items.
- learn a valuable skill & communication strategies set for a future career.
- get expertise in basics of history, archaeology, art and architecture.
- visit and understand and avail in depth information on diverse culture, traditions of countries & cities .
- plan travel itineraries, familiarizing customers with the locality; market products.
- stay up-to-date with new attractions and destinations that may be of interest to customers.
- assist to identify job prospects and hidden potentials in various fields and enable to begin their own entrepreneurship.
- encouragement and creation of micro, small and medium enterprises (MSMEs) and Start -ups

It is too easy a Course

The Course is designed having six modules that introduce the learner to assimilate fundamentals of Tourism, Heritage, Archaeology, Tour Guidance, Skill development and innovation. Field study, industrial visits and Projects are mandatory to gain first-hand knowledge in the area of study.

What do we offer?

To be Simple, we offer you a nationally recognised UGC approved Certification in 'Heritage Guiding and Tourism Management',within an affordable sum of just Rs. 2750.

This will equip you to venture into untrodden areas of Tourism and make an imprint of your success .