



Online Certificate Programme on Tourism Entrepreneurship:

THE BROAD OBJECTIVES OF THE PROGRAMME

The broader objective is to orient participants towards entrepreneurship skills which help them to deal with such adverse situation, strengthen their entrepreneurial behaviour and competitive mind-set for decision making after COVID-19.

The Program will specifically aim at:

- Orient students and participants in identifying the new opportunities in this situation
- Motivate and Encourage participants and students to deal with current situation
- Guide participants how to deal with financial crises in the tourism business
- Guide participants to develop new pricing policies
- Training and linkage with Government policies and Government scheme

COVERAGE:

To achieve the objectives as outlined above, the module will have following key inputs in terms of course and contents. This course is designed specifically for aspiring or current entrepreneurs, and professionals who own their family business. It is also perfect for career switchers; this program enhances entrepreneurial knowledge and strategy, covering the best cutting-edge and relevant business models, case study and modern technology.

COURSE CURRICULUM:

1) Tourism Entrepreneurship

- Creative Innovation and Entrepreneurship
- Sensing Entrepreneurship Opportunities
- Complexity and challenges of Tourism Industry
- Reform tourism business
- Business Model Identification for Tourism Entrepreneurship
- Start-up creation process



**Entrepreneurship Development Institute Of India
&
Tourism Corporation of Gujarat Limited**



2) Business Foundation

- Cost effective techniques
- Pricing policy for tourism business
- Financial Management – How to deal with financial crises
- Social Media Marketing in tourism business
- Project Formulation and Feasibility Analysis

Duration and Pedagogy

• This online program will be completed through online session by EDII in two weeks. The objectives will be achieved through on-line class discussions, case analysis, assignment, presentation and entrepreneur interaction.

- **Online session:** 1-hour session (**3 sessions daily**)
- **Duration – 2 weeks**
- **Registration fee - Rs.1000/- (Refundable)**
- **Course Fee – Sponsored by TCGL, Govt. of Gujarat**
- **Batch size – 50**