

## **Skill Based Creative Tourism Development for Revitalizing the Identities of Local Communities**

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### Overview

Skill development has received recognition for its being instrumental in building capacities of human resources in their respective fields of performances. The need for skill development is invariably important in primary, secondary and tertiary sectors for building the generative structures for the economic independence. Tourism being a tertiary sector has an important role in reducing the economic differences and promoting community development that is recognised globally at platforms like United Nations. Tourism though has been focused mainly for its positive impacts like economic relevance, yet it gives a lot of adversities that put challenge to the otherwise positive image of tourism. The adversities are not inherent but unfortunately are an outcome of the lack of understanding of the close and symbiotic relationship of the various components which are overlooked.

Cultural tourism is one of the forms of tourism which has been carried with the same myopic approach of fulfilling the short term benefits which eventually have put the very cultural resources either into deterioration or eventually to the loss of identities of the local communities. In this identity loss we therefore loose cultural assets as important tourism resource. However, an advanced version of cultural tourism i.e. creative tourism is a hope for revitalizing the endangered identities. Creative tourism is build on offering experiential learning whereby the economic value is created from the very process of production of the cultural experience.

This course offers an opportunity to connect important intriguing areas namely skill development, creative tourism understanding and capacity building for revitalizing Identities for the overall benefit to human resources professional in tourism sector, to the tourists for enhancing their cultural experiences and to local communities and stakeholders for preserving their identities in the global milieu.

### Objectives

The primary objectives of the course are as follows:

- I. To create awareness about the applied knowledge of creative tourism for benefitting the identities of local communities through sustainable enhancement of natural and cultural resources.
- II. To disseminate knowledge about the competencies required to promote participants' critical understanding of new tourists' expectation based on experiential learning while on tourism.
- III. To provide framework for skill enhancement and capacity building of Human Resource in tourism and allied sectors.
- IV. To discuss evidence base case studies and best practices for internalizing the knowledge gained in the course.

<b>Date</b>	<b>05 August 2019 – 11 August 2019</b>
<b>Location</b>	<b>Central University of Jammu, Bagla</b>
<b>Course Schedule</b>	<p><b>Day 1: 05/08/2019:</b> Understanding the concept of culture and its features. Cultural Differences. Cross- cultural Management. Culture and Religion. Cultural Identities. Role play on managing differences and identities. Discussion on Culture and Religion.</p> <p><b>Day 2: 06/08/2019:</b> Cultural Spaces. Historicity of Cultural Spaces. Socio and Anthropological Connections of Cultural Studies in Tourism. Role play on importance of traditions in cultural growth. Discussion on Tourism as an agent of cultural change.</p> <p><b>Day 3: 07/08/2019:</b> Understanding creativity in Tourism Industry, Creative tourism product development. Understanding culture as a process. People skills, networking skills. Interaction. Discussion on neutralization of negative effects of tourism. Role play on packaging culture as a product.</p> <p><b>Day 4: 08/08/2019:</b> Place branding and Cultural Milieu, Storytelling techniques. Awareness of stakeholders about the values and worth of cultural assets. Interaction. Discussion on Cultural products as benchmarks of place branding. Role play on story telling.</p> <p><b>Day 5: 09/08/2019:</b> Evidence Based Case Studies ,Best Practices, Discussion on local , national and international cases. Activities on Problem Solving.</p> <p><b>Day 6 : 10/08/2019:</b> Preparatory holiday</p> <p><b>Day 7: 11/08/2019:</b> Date of Examination</p>
<b>Who should Attend?</b>	<p>This course is designed for professionals, non-professionals, skilled and semi-skilled human resources in the field of tourism. This course can also be opted by Ph.D. students who are likely to join academics in tourism management. Faculty members, Administrators and Research Associates from academic/technical institutions, corporate/profit /non-profit organizations, government agencies concerned with the development of tourism in the state are also welcome.</p>
<b>Fees</b>	<p>The participation fees for taking the course is as follows: Participants from abroad : US \$500/- Industry: Rs.5,000/- Academic Institutions/ NGOs: Rs. 3,000/- Students: Rs. 1,000/- The above fee includes all instructional materials, computer use for tutorials and assignments. Participants will be provided with accommodation on payment basis. For more details please visit <a href="http://www.cujammu.ac.in">www.cujammu.ac.in</a> <b>Number of Participants limited to 50 Only</b></p>

<b>Payment</b>	Payment to be made through NEFT Name of the Account Holder: GIAN – Registrar, Central University of Jammu. Account Number: 32911811713 Bank & Branch: State Bank of India, Central University of Jammu IFSC Code: SBIN0018531 MICR Code: 180002050
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## Foreign Faculty

**Prof. Flavia Stara, Ph.D.**

**University of Macerata /Italy**



Flavia Stara is Full Professor in Philosophy of Education and Human Resources in Tourism at the University of Macerata (Italy), where she is also Director of International Degree Course in Tourism and Cultural Heritage. Her education -both in Italy and in the U.S.A (Harvard University)- concentrated on Philosophy, Education, Comparative Studies in Literatures and Cultures. Her present research focuses on how educational and cultural processes are challenged, in Western and Eastern realities, by contemporary social transformations referring to the times of multiculturalism, the scope of human rights, the spaces of ethics. Furthermore, she works on interdisciplinary research fields related to Tourism sciences: Human Resources Management, Creativity Skills Coach. On her research areas she authored a number of books and articles both in Italian and English. She is associated with international multidisciplinary research projects to investigate issues related to the growth and evolution of humanity in: Europe, India, Brazil and Kenya.

### Local Institutional Coordinator

Dr. Gaurav Sehgal  
CoE and HoD Department of Marketing  
and Supply Chain Management

### Host Faculty and Coordinator of the Course



Dr. Bharti Gupta is Assistant Professor in Department of Tourism and Travel Management, Central University of Jammu. She holds her PhD in Tourism Management from University of Jammu. Her areas of Interest includes Sustainable Tourism, Culture; and Creative Tourism.

### Course Coordinator

Dr. Bharti Gupta  
Assistant Professor, Department of Tourism and Travel  
Management, Central University of Jammu.  
Mob. 9419241658  
Email: brguptt@gmail.com

### Registration Process

Registration for GIAN courses is not automatic because of the constraints on maximum number of participants allowed to register for a course. In order to register for one or multiple non-overlapping courses, you have to apply online using the following steps:

1. Create login and password at [www.gian.iitkgp.ac.in/GREGN/index](http://www.gian.iitkgp.ac.in/GREGN/index)
2. Login and complete the registration form.
3. Select courses.
4. Confirm your application and payment information.
5. Pay Rs 500 (non-refundable) through online payment gateway.

The course coordinator of the selected course will go through your application and confirm your selection as a participant one month before the starting date of the courses. Once you are selected you will be informed and requested to pay the full fees through online payment gateway service.

