

Heritage Tourism Training Programme Curriculum

PROGRAMME RUN BY IMMERSIVE TRAILS & CSGCM, WEST BENGAL STATE UNIVERSITY

COVID-19 has changed tourism, possibly forever. In many ways, it has now opened avenues for people to dive deeper into cultures across the globe, albeit virtually. At Immersive Trails, our efforts have been focused on pivoting from physical to virtual experiences, geared towards the future of tourism, while keeping our core principles of ethics and research at the forefront. This professional training programme aims to equip students in humanities and social sciences to explore possibilities of entrepreneurship in cultural heritage tourism in India with a focus on post-COVID world.

This 30-hour course includes training on entrepreneurial skills, research methods and ethics, the practical aspects of creating experiences- both in-person and virtual, and the art of online engagement and promotion through social media. The top 3 participants will be considered for a year-long mentorship and given part-time work opportunities with Immersive Trails to hone their skills in cultural tourism.

The final project for this course will involve creating a 10 minute virtual experience by the participants.

Programme Fees: 1100 INR

Maximum number of places: 90

The programme will be offered on first come first serve basis to the first 90 applicants.

Total course duration: 30 hours

NB: Classes will be held online every Saturday

Class Hours: 10am-5pm

First Half: 10am -1pm

Lunch: 1pm-2pm

Second Half: 2pm-5pm

COURSE OUTLINE

First Saturday (6 hours)-5 March, 2022

FIRST HALF:

- ICE-BREAKER AND INTRODUCTORY SESSION (3 HOURS)

SECOND HALF:

- PROSPECTS FOR CULTURAL HERITAGE TOURISM IN INDIA (1 HOURS)
- MASTERCLASS: WHY'S AND HOW'S OF CREATING AN ETHICAL PURPOSE-DRIVEN COMPANY/INITIATIVE (2 HOURS)

Second Saturday (6 hours)-12th March

FIRST HALF:

- MASTERCLASS: VIRTUAL EXPERIENCES VS. PHYSICAL EXPERIENCES - CONCEPTUALIZING AN EXPERIENCE (1 HOURS)
- MASTERCLASS: RESEARCHING AN EXPERIENCE (2 HOURS)

SECOND HALF:

- MASTERCLASS: DEVELOPING AN EXPERIENCE (3 HOURS)

Third Saturday (6 hours)-19th march

FIRST HALF:

- MASTERCLASS: SMALL BUSINESS 101 (2 HOURS)

SECOND HALF:

- MASTERCLASS: BUILDING AN ENGAGING WEBSITE (2 HOURS)
- MASTERCLASS: CREATING ENGAGING SOCIAL MEDIA CONTENT (2 HOURS)

Fourth Saturday (6 hours)-26th March

FIRST HALF (3 HRS)

PARTICIPANTS (IN GROUPS) CREATE A 10 MINUTE VIRTUAL EXPERIENCE AND SUBMIT IT TO THE PROGRAMME COORDINATORS ONLINE. THEY WILL HAVE TO TELL A STORY AND SHOWCASE AN INTERESTING SPACE IN THEIR OWN BACKYARD, BASED ON THEIR OWN RESEARCH. THE BEST OF THE SUBMISSIONS WILL BE SHOWCASED ON THE IMMERSIVE TRAILS WEBSITE.

SECOND HALF (3 HRS)

- OFFICE HOURS: DOUBT CLEARING AND FEEDBACK SESSION-I

Fifth Saturday (6 hrs)-2nd April

FIRST HALF:

PARTICIPANTS (IN GROUPS) CREATE A 10 MINUTE VIRTUAL EXPERIENCE AND SUBMIT IT TO THE PROGRAMME COORDINATORS ONLINE. THEY WILL HAVE TO TELL A STORY AND SHOWCASE AN INTERESTING SPACE IN THEIR OWN BACKYARD, BASED ON THEIR OWN RESEARCH. THE BEST OF THE SUBMISSIONS WILL BE SHOWCASED ON THE IMMERSIVE TRAILS WEBSITE

SECOND HALF:

- FINAL ROUND UP SESSION (3 HOURS)
FEEDBACKS, PROBLEM SOLVING, WAY FORWARD FOR THE PARTICIPANTS