A two day workshop

on

“Enhancing Customer Engagement and Improving Profitability”

Organized by

SCMS COCHIN
SCHOOL OF BUSINESS

SCMS Campus, Prathap Nagar, NH 47, Aluva, Cochin-683 106, Kerala, India,
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SCMS - 42 years of academic excellence
SCMS Cochin School of Business, a top-ranked B-School of South India with over 25 years of experience in shaping future-ready managers and corporate leaders is delighted to offer

A TWO DAY WORKSHOP ON:

Enhancing Customer Engagement & Improving Profitability in Tourism

Venue:
SCMS Cochin School of Business,
Muttom, Kalamassery

Date:
19th & 20th July, 2018

The workshop will explore the burgeoning opportunities and formidable challenges of Kerala’s highly potent tourism market. Participants can get valuable insights and inspiration to formulate strategies and action plans to elevate and enhance your marketing results during the exciting business months ahead.

THEMES TO EXPLORE
- Imparting a quality visitor experience
- Training human resources in tourism and hospitality
- Implementing partnership and influencer marketing
- Utilising social media and other digital platforms for communication
- Engaging visitors, providing more value, and expanding business and enhancing profits

Participants
The workshop is open to all entrepreneurs, small and medium players and intermediaries in the value chain that cater to the needs and interests of the travel, tour, hospitality, recreation, culture & heritage and other such sectors which form the corpus of the tourism industry anchored at Kochi and Central Kerala districts.

Faculty
The programme will be astutely handled by distinguished experts from the tourism field as well as by the experienced faculty of SCMS Cochin School of Business.

Kerala, which was a relatively unknown destination till the mid eighties, gained an enviable status as a world renowned tourism brand with careful planning and aggressive marketing campaigns. Recently, Kerala tourism made a paradigm shift when it positioned itself as an upscale tourist destination, focused on value tourism rather than volume based tourism.

In order to enhance and elevate tourist experiences, organizations involved in travel and tourism have to collaborate and create effective partnerships. Today’s travelers are seeking unique experiences at value-for money rates. They demand multiple integrated touch/contact points in information search, booking, and travel experiences. Hence, the need of the hour is to rev up your tourism business by bringing in greater customer engagement and at the same time, ensuring healthy profits.