

## BLOGS CREATED BY FACULTY AND STUDENTS



STELLA MARIS COLLEGE (AUTONOMOUS)  
CHENNAI - INDIA



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## 7 Tourism Marketing Challenges and How to Overcome Them

By Susan Finch on June 26, 2019

BRAND AWARENESS MARKETING STRATEGY  
DESTINATION MARKETING TRAVEL



Travel business is booming, and the economic downturn from a decade ago is a thing of the past.

According to research from [Deloitte](#), the travel industry's growth has skyrocketed over the last ten years.

Hotel bookings alone grew from \$116 billion to \$185 billion from 2009 to 2017. Meanwhile, airline revenue jumped from \$155 billion to \$222 billion.

However, a thriving industry still presents a problem for travel and tourism companies. How do you stand out in a crowded marketplace with so many travel choices?

[7 Tourism Marketing Challenges and How to Overcome Them \(sfgate.com\)](https://www.sfgate.com)

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The screenshot shows the homepage of the 'Economics Matters' blog. The header features the title 'Economics Matters' and the affiliation 'Department of Economics, Stella Maris College, Chennai'. A navigation menu includes links for Home, About, Department News, Achievements, Dr. S. H. V. E. Lecture, Alumni, Testimonials, and Contact. The main content area is titled 'About' and contains the following text:

**ABOUT THE BLOG**

**EconomicsMatters**  
Chennai, Tamil Nadu, India  
View my complete profile

**About**

Economics Matters is a Blog run by students and faculty of the Department of Economics, Stella Maris College, Chennai. The objective of this department is to equip students with conceptual and theoretical tools, as well as quantitative and qualitative techniques which will help them analyze current economic trends and phenomena.

Started on 19th February 2012, this blog provides an opportunity for students to express their understanding of the nuances of the subject and writes their perspective, enabling them to apply their knowledge in practical affairs. Through one dimension of thought, it can be seen as an extension of learning - that which moves one of the classroom and into the realities of the economy outside. This encourages discussion and healthy debate among students and faculty, opening their networks to the rest of the world.

The blog also provides news about activities of the department and opportunities for all stakeholders of the department - students, faculty, alumni, guest lecturers etc to be in communication with each other. All in all, it is a one-stop destination for information exchange.

26 Feb 2014

The screenshot shows the 'Alumni' page of the 'Economics Matters' blog. The header and navigation menu are identical to the previous screenshot. The main content area is titled 'Alumni' and contains the following text:

**Alumni**

Were you ever a part of Stella Maris College? We would love to hear about any experiences you may want to share. You could also update us about your current achievements. Tell us what you have been up to and how the department and college have impacted your life. Get in touch with us at [eco\\_smc13@gmail.com](mailto:eco_smc13@gmail.com) and get ready to be spotlight!

3 comments:

**EconomicsMatters** 21 February 2013 07:10

Memories of the Alma mater... and a thank you note  
Gandrasee Mappamanna (00EC06) Ph. D.  
2003-2013, ten years have gone by! How time goes fast! Indeed, it has been ten years since I left Stella Maris and the truth is I have not noticed how time has run on me. Well, that is an exaggeration, given that I have changed in several visible ways which could have happened only in this time span, for one thing I have become big (not a joke!) and a mother, and also mature and perhaps even older (I hope so!) I joined SMC from far away, perhaps the College has not seen again any other far-off wanderer who ended in its wall. The circumstances of my leaving make a story too long to tell, but the shortest version is that