

Hindi Vidya Prachar Samiti's
RAMNIRANJAN JHUNJHUNWALA COLLEGE (AUTONOMOUS)
(Affiliated to University of Mumbai)



UGC ADD ON COURSE IN
TRAVEL AND TOURISM MANAGEMENT

Course structure:

Level	Duration	Credits
Certificate	One year	30
Diploma	One year	30
Advanced Diploma	One year	30

The Course will be divided in two semesters. Each Unit carries 100 marks for total course duration. 50 marks semester end examination will be conducted at the end of each semester.

CERTIFICATE COURSE

Module I - Basics of Travel and Tourism

(7 Credits)

Introduction to Tourism Industry, Types of Tourism, Types of Accommodation, IATA Codes, Careers in Tourism, Role of Travel Agency, UNWTO Initiatives and Projects, Sustainable Tourism, Ticketing,

Module II - Tourism of India: An Introduction

(7 Credits)

History, Culture, Tourist Attractions in Maharashtra, Eco-Tourism, Promotion of Tourism in Local Areas, Case Studies

Module III - Computer Skills and Personality Development

(6 Credits)

Basic Computer Knowledge, Soft Skills, Preparation for an Interview, Grooming

Module IV

(10 Credits)

Field trips, Project based on practical work

DIPLOMA COURSE

Module I - Tourism Marketing and Management

(7 Credits)

Tourism Marketing, Marketing Research, Tourism Promotion, Travel Agency Financial and Organisational Management, Passenger Reservation and Ticketing, Nature and Scope Of Tour Operation, Technological Advances in Tourism, Travel and Trade Associations, Travel Industry Fairs

Module II - Tourism in India: Planning & Development

(7 Credits)

Development of Tourism in India, Tourism Planning in India: Policy and Action Plan, Promotion and Marketing in Tourism, Problems of Tourism Industry, Tourism Circuits

Module III - Tools of Tourism

(6 Credits)

Photography, Itinerary Making, Destination Management

Module IV

(10 Credits)

Field trips, Project based on practical work

ADVANCED DIPLOMA COURSE

Module I - Tourism Management

(10 Credits)

Human Resource Development, Role of HR Officer, Role Of Public Relations in Tourism, MICE (Meaning, Scope In India, Careers), Role Of Tour Manager

Module II - International Tourism

(10 Credits)

Introduction to International Tourism, Contemporary Trends and Patterns, Issues in International Tourism, International Tourism and Environment, Tourism Marketing And Promotion, UNWTO, Preparation Of Itinerary

- Field trips, Project based on practical work

(10 Credits)