



# MASTERS IN TOURISM & TRAVEL INDUSTRY MANAGEMENT



**DURATION:** TWO YEARS FULL TIME (4 SEMESTERS)

**ELIGIBILITY:** GRADUATE IN ANY FACULTY

**LATERAL ENTRY :** Students who have completed Post Graduate Diploma in Travel and Tourism (1 year or more - full time) from any UGC recognised university may be admitted to III semester of Master's program. (only 5 years prior students will be considered)

**ADMISSION PROCEDURE:** WRITTEN TEST FOLLOWED BY AN INTERVIEW

**OBJECTIVE:** This Masters program trains students to work in tourism industry,

- To train students to work at managerial levels in various sections of the industry such as transport, accommodation, information or intermediary services.
- To train students to become entrepreneurs by starting their own business.
- To give them experience of joint international exercise so the students gain proficiency to operate as international level managers/operators.
- To train the students to function as a manager/operator or entrepreneur, however students completing only upto exit point will get diploma to get jobs at entry level.

**JOB OPPORTUNITIES:** These post graduates are trained to function as Managers at branches or some in Main Offices according to the need and can even be posted abroad. They can work on Global assignments and also manage domestic business proficiently. Students are trained to start their own business and be free lancers too. They can be tour managers, tour operators, travel consultants at international or domestic levels. There are positions of Travel officers in the multinationals or Travel desks in hotels.

## COURSE CONTENTS:

### SEMESTER 1

- Tourism Overview
- Indian Heritage
- Indian Tourist Attractions
- International Tourism
- Documentation & Operations
- Principles of Management
- Communication Skills for customer services
- ICT (Advance Excel Certification & visit reports etc.)

### SEMESTER 2

- Fares & Ticketing
- Tourism Planning
- CRS & GDS
- Financial Management
- Sales Management
- Human Resources Management
- Project I
- Industrial Training I

### SEMESTER 3

- Elective Cases
- Tourism Operations
- GDS Advanced with certification
- Fares & Ticketing II
- Responsible Tourism and Destination Management
- Marketing Tourism
- Business Communication and E-commerce
- Corporate Law

### SEMESTER 4

- International Marketing
- Entrepreneurship Management
- Project II with field work
- Research Methodology
- Critical Analysis & Case studies with field work
- Industrial Training II



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