

Advance Diploma in Tourism Management (ADTM)

Duration: 2 Years (4 Semesters)**

Semester – I

S. No.	Paper Numerical Unique	Class & Papers	Paper Name / Subject
1	ADTM101	1ADTM1	Principles of Tourism & Hospitality
2	ADTM102	1ADTM2	Geography of Tourism & Cultural Heritage
3	ADTM103	1ADTM3	Tourism Products of India
4	ADTM104	1ADTM4	Front Office Management & Communication Skills

Course Details (Semester – I)

- **Principles of Tourism & Hospitality** – Concept, nature, scope, and importance of tourism industry.
 - **Geography of Tourism & Cultural Heritage** – Study of tourist attractions, heritage sites, and destinations.
 - **Tourism Products of India** – Pilgrimage, adventure, eco, and cultural tourism.
 - **Front Office Management & Communication Skills** – Reception, client handling, and hospitality communication.
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Semester – II

S. No.	Paper Numerical Unique	Class & Papers	Paper Name / Subject
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S. No.	Paper Numerical Unique	Class & Papers	Paper Name / Subject
1	ADTM201	2ADTM1	Travel Agency & Tour Operations Management
2	ADTM202	2ADTM2	Tourism Marketing & Promotion
3	ADTM203	2ADTM3	Sustainable & Eco-Tourism Development
4	ADTM204	2ADTM4	Event Planning & Conference Management

Course Details (Semester – II)

- **Travel Agency & Tour Operations Management** – Operations, itinerary planning, costing, and documentation.
- **Tourism Marketing & Promotion** – Advertising, digital marketing, and branding of destinations.
- **Sustainable & Eco-Tourism Development** – Responsible tourism practices for environmental preservation.
- **Event Planning & Conference Management** – Tourism fairs, conventions, and business travel.

Semester – III

S. No.	Paper Numerical Unique	Class & Papers	Paper Name / Subject
1	ADTM301	3ADTM1	Airline Management & Ticketing Systems
2	ADTM302	3ADTM2	Hospitality Operations & Customer Relations
3	ADTM303	3ADTM3	International Tourism & Global Trends
4	ADTM304	3ADTM4	Tourism Policy & Planning in India

Course Details (Semester – III)

- **Airline Management & Ticketing Systems** – Basics of air travel, reservation systems, and fare construction.
 - **Hospitality Operations & Customer Relations** – Hotel management, service standards, and guest satisfaction.
 - **International Tourism & Global Trends** – Global destinations, travel patterns, and tourism economics.
 - **Tourism Policy & Planning in India** – National tourism policy, government initiatives, and development programs.
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Semester – IV

S. No.	Paper Numerical Unique	Class & Papers	Paper Name / Subject
1	ADTM401	4ADTM1	Entrepreneurship in Tourism Industry
2	ADTM402	4ADTM2	MICE (Meetings, Incentives, Conventions & Exhibitions)
3	ADTM403	4ADTM3	Research Project in Tourism
4	ADTM404	4ADTM4	Internship / Field Training

Course Details (Semester – IV)

- **Entrepreneurship in Tourism Industry** – Business planning, finance, and startup models in tourism.
- **MICE (Meetings, Incentives, Conventions & Exhibitions)** – Event tourism and business travel organization.
- **Research Project in Tourism** – Dissertation or field-based study on tourism trends.
- **Internship / Field Training** – Industrial exposure in travel agencies, hotels, or tourism boards.