



CIN  
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## INSTITUTE OF TECHNOLOGY & MANAGEMENT

Regd. Under the Companies Act, 2013 Ministry of Corporate Affairs, Govt. of India.

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## Advance Diploma in Tourism Management

Duration: 12 Months

### Semester I

1. Tourism Industry: Principles and Practices
2. Managerial Accounting for Tourism Policies & Practices
3. Geography of Tourism
4. Indian Culture Heritage
5. Ethical Business & Legal Environment of Tourism
6. Travel Trade Management
7. Soft Core: Personality Development in the organization
8. Compulsory Study Tour and VIVA VOCE

### Semester II

1. Destination Marketing
2. Methodology of Research
3. E-Tourism
4. Tourism Analysis for Policy Decision Maker
5. Sustainable Tourism
6. Managing behavioral processes
7. Soft Core: Communication Skills

