

**ADTM**

**Advance Diploma in Tourism Management**

**Duration: 12 Months**

### Semester I

1. Tourism Industry: Principles, Policies & Practices
2. Geography of Tourism
3. Indian Culture Heritage
4. Ethical, Business & Legal Environment of Tourism
5. Travel Trade Management
6. Managing behavioral processes in the organization
7. Soft Core: Communication Skills

### Semester II

1. Managerial Accounting for Tourism
2. Destination Marketing
3. Methodology of Research
4. E-Tourism
5. Tourism Analysis for Policy Decision Maker
6. Sustainable Tourism
7. Soft Core: Personality Development
8. Compulsory Study Tour and VIVA VOCE

