

Masters Degree in Airlines, Tourism and Hospitality Management (ATHM)



Duration 2 Years

Eligibility Graduate (any stream)

Airlines-Tourism & Hospitality are major international industries, essential for National & Regional economic development. The advanced program focuses on understanding of the Airline, Tourism & Hospitality Industry with detailed operational aspects through projects, presentations, selective case studies, discussions, besides regular sessions.

This program provides an in-depth comprehension of Airlines City Office, Ground Staff and Cabin Crew, Travel Agency, Tour Operation business and career related with the same both in hotels as well as fast food joints. It gives an indepth into the Restaurant business with emphasis on front office, F&B Services (Operations only) & Housekeeping. The specially designed modules on Business Communication & employability skills, prepare the students according to present industry requirements.

Course Modules

Semester-I

- Tourism Product & Services-I
- Global Trends in Tourism & Tourism Concepts
- Geography
- Travel Agency & Tour Operations
- Airlines Management
- Marketing, Sales and PR
- Customer Care & Interpersonal Skills
- Front Office Operations

Semester-II

- Tourism Product & Services-II
- Tourism Promotion & Resort Management
- Automation in Tourism, Hospitality & Airlines
- Total Quality Management Market Research
- Housekeeping in Hospitality Operations
- Strategic Management
- Conferences & Events Management

Semester-III

- Business Communication and Cross Cultural Management
- Airlines – International, Domestic, No Frill (case study applications)
- Tourism – Travel agency, Tour Operator, Tourist
- Transporter & Tourist Trains
- Hospitality – Hotel, Restaurant, Resort, Banquets and Events
- Destination Marketing and Management (Case Study Approach)

Semester-IV

- Case Studies in Tourism, Airlines, Hospitality Management
- Report Writing
- Employability Skills Management
- Project Practicum Airlines/Hospitality / Tourism
- On the Job Training Placement Interviews