

# Advance Diploma in Tourism and Hospitality Management (ADTHM)

**Duration:** 2 Years (4 Semesters)\*\*

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## Semester – I

S. No.	Paper Numerical Unique	Class & Papers	Paper Name / Subject
1	ADTHM101	1ADTHM1	Introduction to Tourism and Hospitality Industry
2	ADTHM102	1ADTHM2	Principles of Hotel and Tourism Management
3	ADTHM103	1ADTHM3	Front Office Operations and Communication Skills
4	ADTHM104	1ADTHM4	Food Production and Service Management

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## Course Details (Semester – I)

- **Introduction to Tourism and Hospitality Industry** – Overview of tourism, hotels, and hospitality services.
  - **Principles of Hotel and Tourism Management** – Structure, functions, and coordination in hospitality.
  - **Front Office Operations and Communication Skills** – Guest handling, reservations, and public interaction.
  - **Food Production and Service Management** – Culinary skills, menu planning, and restaurant operations.
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## Semester – II

S. No.	Paper Numerical Unique	Class & Papers	Paper Name / Subject
1	ADTHM201	2ADTHM1	Housekeeping and Facility Management
2	ADTHM202	2ADTHM2	Tourism Geography and Cultural Studies
3	ADTHM203	2ADTHM3	Event and Conference Management
4	ADTHM204	2ADTHM4	Customer Care and Hospitality Ethics

### Course Details (Semester – II)

- **Housekeeping and Facility Management** – Cleaning, decor, and maintenance practices.
- **Tourism Geography and Cultural Studies** – Global destinations and cultural tourism.
- **Event and Conference Management** – Planning and organizing MICE events.
- **Customer Care and Hospitality Ethics** – Communication, behavior, and service quality.

### Semester – III

S. No.	Paper Numerical Unique	Class & Papers	Paper Name / Subject
1	ADTHM301	3ADTHM1	Tourism Marketing and Sales Promotion
2	ADTHM302	3ADTHM2	Hotel Accounting and Cost Control
3	ADTHM303	3ADTHM3	Entrepreneurship in Tourism Sector
4	ADTHM304	3ADTHM4	Hospitality Information Systems

### Course Details (Semester – III)

- **Tourism Marketing and Sales Promotion** – Marketing mix, strategies, and advertising.
  - **Hotel Accounting and Cost Control** – Budgeting and expense management.
  - **Entrepreneurship in Tourism Sector** – Business setup and leadership skills.
  - **Hospitality Information Systems** – Use of software in hotel and tourism operations.
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## Semester – IV

S. No.	Paper Numerical Unique	Class & Papers	Paper Name / Subject
1	ADTHM401	4ADTHM1	International Tourism and Hotel Trends
2	ADTHM402	4ADTHM2	Human Resource Management in Tourism
3	ADTHM403	4ADTHM3	Project and Dissertation
4	ADTHM404	4ADTHM4	Internship / Industrial Training

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## Course Details (Semester – IV)

- **International Tourism and Hotel Trends** – Emerging patterns and future trends.
- **Human Resource Management in Tourism** – Team leadership and training.
- **Project and Dissertation** – Research or practical project submission.
- **Internship / Industrial Training** – On-site training in hotels or travel agencies.