



Pioneer in Professional Education

COTHM
College of Tourism & Hotel Management
GROUP OF COLLEGES



Since 2002



DEPARTMENT OF TRAVEL, TOURISM AND AIRLINE MANAGEMENT



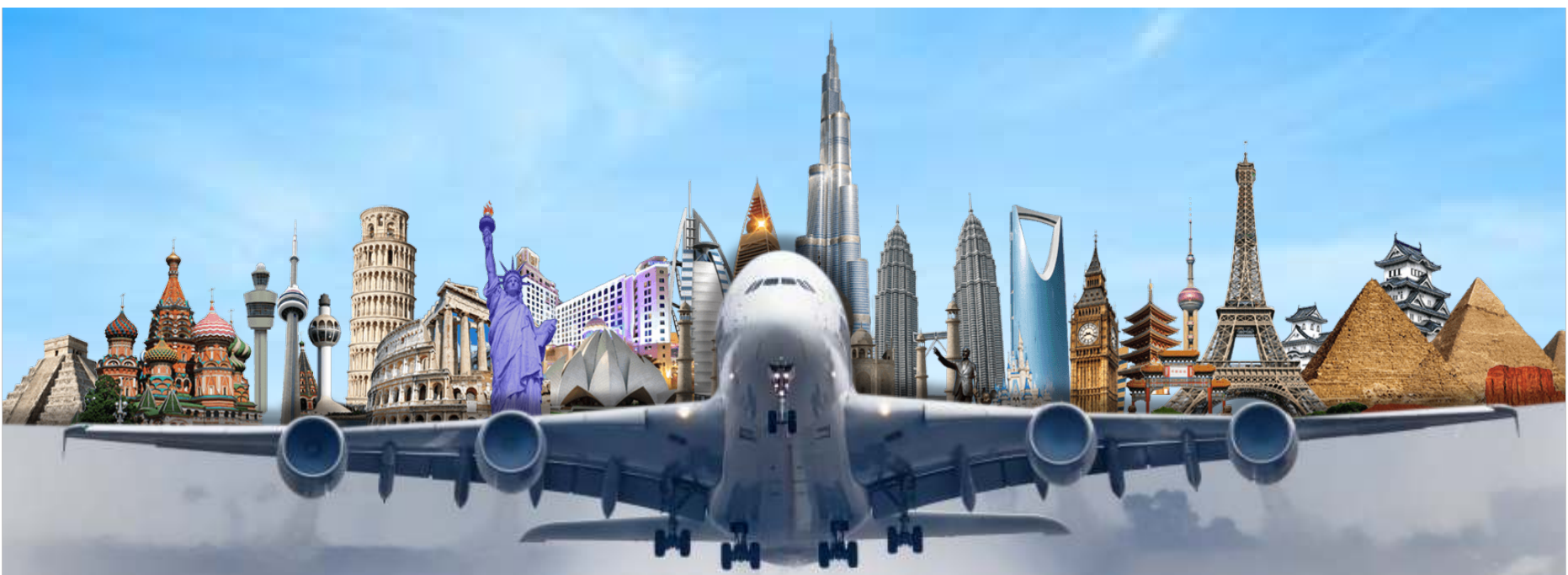
STAY CONNECTED WITH COTHM



www.cothm.edu.pk



 **DEGREE**
With **SKILLS**



The exponential growth and development in the travel, tourism and airline industry globally, is looking for people like you to be a part of the leading management teams!

ABOUT COTHM

Established in the year 2002, COTHM has unveiled new career horizons for the youth by offering for them an array of programs covering hospitality management, culinary arts, baking & patisserie, travel, tourism & airline management, food, nutrition & safety sciences and life skills. It has maintained the standards of excellence in education and training delivery in collaboration with its internationally-recognized British, European, American and Canadian academic partners.

WHY TRAVEL, TOURISM & AIRLINE MANAGEMENT?

The demand for qualified, trained, skilled, and competent workforce has increased manifold globally over the last few years. The reason is simple; the travel, tourism and airline industry has touched new heights of growth and development. The industry provides the young travel, tourism and airline management graduates with millions of new exciting career opportunities around the globe.

THE TRAINING FACILITY

Travel, tourism and airline management is predominantly all about hands on learning coupled with conceptual knowledge of the subject. COTHM provides fully-equipped, state-of-the-art training facility with an inspiring ambiance for the students.

AN INSIAN INSIGHT INTO TRAVEL, TOURISM AND AIRLINE MANAGEMENT PROGRAMS

The travel, tourism and airline management qualifications ranging from certification to the graduate diploma level, equip you with the knowledge, skills and attitude to launch your career in the travel, tourism and airline industry locally and internationally. The crux of the programs is preparation of the students to assume managerial and leadership roles in the field of travel, tourism and airline management.

TRAINING PHILOSOPHY

"Degree with Skills" is the cross-cutting theme of education and training at COTHM. The training philosophy of the travel, tourism and airline management programs is centered on the professional development of the students to bring them at par with the minimum industry requirements.

This is achieved through rigorous conceptual and hands on training in an interactive mode. Side by side with the technical skills, the soft skills development is also addressed to align the learning outcomes with the industry needs.



CARING FOR YOU FROM EDUCATION TO INTERNSHIP AND JOB PLACEMENT

We believe in empowering our students by ensuring their internship and job placement in the fastest growing travel, tourism and airline industry locally as well as internationally.

Our dedicated International Office in Dubai, having its presence in Pakistan too, is on the move to develop networking with the leading travel management companies, airlines, airports and other allied businesses in the travel, tourism and airline industry to connect our graduates with the internship and job opportunities, leading them to a scintillating career.

KEY POSITIONS IN CAREER HIERARCHY IN TRAVEL, TOURISM & AIRLINE INDUSTRY

- 1 RESERVATION OFFICER
- 2 ITINERARY PLANNER
- 3 TRAVEL & TOURISM OFFICER
- 4 TRAVEL CONSULTANT
- 5 PASSENGER SERVICES AGENT
- 6 AIRPORT GROUND OPERATION MANAGER
- 7 AIRLINES SALES MANAGER
- 8 TARIFF COORDINATOR
- 9 TOUR OPERATOR
- 10 COUNTRY TOURISM DIRECTOR /ADVISOR



COTHM
Brand Ambassadors
REPRESENTING US WORLDWIDE



Ali Muqaddas
OMAN



Zainab Arshad
UAE



Khalid Bin Dustagir
SAUDI ARABIA



Muqadas Bibi
PAKISTAN



Syed Danish Ali Naqvi
PAKISTAN



M. Dilawar Arshad
PAKISTAN



Muhammad Uzair
PAKISTAN



Hassan Tariq
SAUDI ARABIA



Faryab Pasha
PAKISTAN



1

DIPLOMA IN
PROFESSIONAL TRAVEL
MANAGEMENT



- ENTRY LEVEL**
INTERMEDIATE (F.A, F.SC, I.COM)
OR EQUIVALENT QUALIFICATION
- DURATION**
3 MONTHS
- 1 SEMESTER**
3 MONTH
- INTERNSHIP**
OPTIONAL
- QUALIFICATION AWARDED**
 - 1. Diploma by COTHM
 - 2. Certificate by LEARN TRAVEL, UK
 - 3. Certificate of EBT
 - 4. Certificate of Hotel Reservation Concept - HRC (Truzon Soft)
 - 5. Certificate of Visa Data Entry - VDE (Truzon Soft)

COURSE OVERVIEW:
This training program offers an all-round introduction for those passionate to launch a wonderful career in the travel, tourism & airline Industry. This course develops skills and competencies in order to quote fares, interpret and issue air travel documentation in the form of manual, automated or e-ticketing. It will also develop the skills to make hotel reservation and understanding the mandatory steps to process the visa applications to the foreign countries.

It also covers key soft skills, including telephonic communication, selling, and customer service skills.

SEMESTER-I

Sr.#	COURSE CODE	COURSE TITLE
1	ITI 101	Introduction to Travel Industry
2	GFT 101	Global Fares & Ticketing (Learn Travel UK)
3	HRC 101	Hotel Reservation Concept
4	VDE 101	Visa Data Entry



2

ADVANCE DIPLOMA IN
PROFESSIONAL TRAVEL
MANAGEMENT



- ENTRY LEVEL**
INTERMEDIATE (F.A, F.SC, I.COM)
OR EQUIVALENT QUALIFICATION
- DURATION**
6 MONTHS
- 2 SEMESTERS**
3 MONTHS EACH
- INTERNSHIP**
OPTIONAL
- QUALIFICATION AWARDED**
 - 1. Advance Diploma by COTHM
 - 2. Certificate by LEARN TRAVEL, UK
 - 3. Certificate of EBT
 - 4. Certificate of Hotel Reservation Concept - HRC (Truzon Soft)
 - 5. Certificate of Visa Data Entry - VDE (Truzon Soft)
 - 6. Certificate of Geography in Travel Planning - IATA
 - 7. Certificate of Selling & Managing Airline Reservation & Travel - IATA

COURSE OVERVIEW:
This training program develops an understanding of the functioning of Global Distribution System (GDS). The travel industry is highly dependent on technology and relies on a number of interconnected systems to make travel products available globally. Students will learn about many aspects of selling traditional hotel products.

This diploma will also help you in learning how to access information regarding documents needed when travelling internationally, identify the guidelines of service excellence in the travel industry and learning of world airline geography as per IATA standard.

SEMESTER-I

Sr.#	COURSE CODE	COURSE TITLE
1	ITI 101	Introduction to Travel Industry
2	GFT 101	Global Fares & Ticketing (Learn Travel UK)
3	HRC 101	Hotel Reservation Concept
4	VDE 101	Visa Data Entry

SEMESTER-II

Sr.#	COURSE CODE	COURSE TITLE
1	GITP 01	Geography in Travel Planning-IATA
2	SMART 01	Selling & Managing Airline Reservation & Travel (AMADEUS-IATA)

SINGLE CERTIFICATES

1
GEOGRAPHY IN TRAVEL
PLANNING (GITP-IATA)

ENTRY LEVEL: > INTERMEDIATE (F.A, F.SC, I.COM) OR EQUIVALENT QUALIFICATION
DURATION: > 1 MONTH
QUALIFICATIONS AWARDED > Certificate of Geography in Travel Planning -IATA (GITP)

COURSE OVERVIEW:

This course will prepare you to understand the geography-driven factors that influence travel. It will develop indispensable map-reading skills and three-letter city and airport codes. You will learn skills to plan a basic trip itinerary, convert time zones, local currencies, and explore different forms of transport around the world.

You will explore the richness of world geography, including the seven continents and the concepts of longitude and latitude, and locate major countries and cities.

2
GLOBAL DISTRIBUTION SYSTEM
FARES & TICKETING (IATA)

ENTRY LEVEL: > INTERMEDIATE (F.A, F.SC, I.COM) OR EQUIVALENT QUALIFICATION
DURATION: > 3 MONTHS
QUALIFICATIONS AWARDED > Certificate of Global Distribution System Fares & Ticketing

COURSE OVERVIEW:

IATA's Global Distribution Systems (GDS) Fares & Ticketing course helps you develop comprehensive fare construction skills through simulation of Sabre, Galileo, or Amadeus. Designed for industry personnel with basic GDS skills, this course will teach you how to interpret GDS displays relevant to mileage system pricing and determine the most accurate and competitive pricing for different journey types.

You will learn to read, interpret, apply fare rules, check minimum-fare rules in pricing itineraries and use GDS to issue tickets for manually-priced reservations.

3

GRADUATE DIPLOMA IN
PROFESSIONAL TRAVEL
MANAGEMENT



-
- ENTRY LEVEL**
INTERMEDIATE (F.A, F.SC, I.COM)
OR EQUIVALENT QUALIFICATION
-
- DURATION**
1 YEAR
-
- 4 SEMESTERS**
3 MONTHS EACH
-
- INTERNSHIP**
OPTIONAL
-
- QUALIFICATION AWARDED**
1. Graduate Diploma PTM by COTHM
2. Certificate by LEARN TRAVEL, UK
3. Certificate of EBT
4. Certificate of Hotel Reservation Concept - HRC (Truzon Soft)
5. Certificate of Visa Data Entry - VDE
6. Certificate of Geography in Travel Planning -IATA (GITP)
7. Certificate of Selling & Managing Airline Reservation & Travel -IATA
8. Certificate of Serving the Travel & Tourism Customers -IATA (STTC)
9. Certificate of Global Distribution System - Fares & Ticketing -IATA

COURSE OVERVIEW:
This graduate diploma provides knowledge, skills and competencies of essential strategies to the students to ensure that frontline contact with the customer is positive and a memorable experience. It focus on teaching the customer service skills which are vital for serving in the travel, tourism and airline industry. It also covers the areas to develop comprehensive fare construction skills through simulation of Amadeus.

The mix blends of IATA Geography, IATA GDS and IATA Fares and Ticketing will enable students to explore the real learning and outcomes as required and needed by global travel, tourism and airline industry.

SEMESTER-I

Sr.#	COURSE CODE	COURSE TITLE
1	ITI 101	Introduction to Travel Industry
2	GFT 101	Global Fares & Ticketing Learn Travel UK
3	HRC 101	Hotel Reservation Concept
4	VDE 101	Visa Data Entry

SEMESTER-II

Sr.#	COURSE CODE	COURSE TITLE
1	GITP 101	Geography in Travel Planning-IATA
2	SMART 101	Selling & Managing Airline Reservation & Travel-AMADEUS-IATA

SEMESTER-III

Sr.#	COURSE CODE	COURSE TITLE
1	STTC 101	Serving the Travel and Tourism Customers-IATA

SEMESTER-IV

Sr.#	COURSE CODE	COURSE TITLE
1	GDSFT 101	Global Distribution System Fares & Ticketing AMADEUS - IATA

4

GRADUATE DIPLOMA IN
PROFESSIONAL
TRAVEL ADVISOR



-
- ENTRY LEVEL**
INTERMEDIATE (F.A, F.SC, I.COM)
OR EQUIVALENT QUALIFICATION
-
- DURATION**
1 YEAR
-
- 4 SEMESTERS**
3 MONTHS EACH
-
- INTERNSHIP**
OPTIONAL
-
- QUALIFICATION AWARDED**
1. Graduate Diploma GDPTA by COTHM
2. Certificate by LEARN TRAVEL, UK
3. Certificate of EBT
4. Certificate of Hotel Reservation Concept - HRC (Truzon Soft)
5. Certificate of Visa Data Entry - VDE (Truzon Soft)
6. Certificate of Geography in Travel Planning - IATA (GITP)
7. Certificate of Global Distribution System - Fares & Ticketing - IATA (GDSFT-AMADEUS)
8. Foundation Diploma in Travel & Tourism - IATA (FTTD-GALILEO)

COURSE OVERVIEW:
This graduate diploma program opens up doors to serve in the exciting world of travel, tourism and airline industry. It teaches the skills to use the passenger air tariff books and explaining the fare construction steps, including mileage based air fares, analyzing itineraries and retrieving the fares from GDS. The mix blends of IATA Geography, IATA GDS and IATA Fares and Ticketing will enable students to explore the real learning and outcomes as required and needed by global travel, tourism and airline industry.

It will prepare you to plan efficient travel itineraries and reservations using knowledge of geography and standard industry coding. This course will build a dream career you have always wanted..

SEMESTER-I

Sr.#	COURSE CODE	COURSE TITLE
1	ITI 101	Introduction to Travel Industry
2	GFT 101	Global Fares & Ticketing Learn Travel Uk
3	HRC 101	Hotel Reservation Concept
4	VDE 101	Visa Data Entry

SEMESTER-II

Sr.#	COURSE CODE	COURSE TITLE
1	GITP 101	Geography in Travel Planning-IATA

SEMESTER-III

Sr.#	COURSE CODE	COURSE TITLE
1	GDSFT 101	Global Distribution System - Fares & Ticketing AMADEUS - IATA

SEMESTER-IV

Sr.#	COURSE CODE	COURSE TITLE
1	FTTD 101	Foundation in Travel & Tourism Diploma- GALILEO-IATA

SINGLE CERTIFICATES

3
SERVING THE TRAVEL &
TOURISM CUSTOMERS (IATA)

ENTRY LEVEL: ▶ INTERMEDIATE (F.A, F.SC, I.COM) OR EQUIVALENT QUALIFICATION
DURATION: ▶ 3 MONTHS
QUALIFICATIONS AWARDED ▶ Certificate of Serving the Travel & Tourism Customers-IATA

QUALIFICATION OVERVIEW:

This course will provide you with an overview of the air transportation system and illustrate the interdependence among its components: airlines, airports, civil aviation authorities and air navigation services. You will explore the complex system which is required in order to carry passengers and goods from point A to point B, and the organizations, people and technologies that make the air transport industry safe and sustainable.

4
DIPLOMA IN TRAVEL & TOURISM
FOUNDATION (IATA)

ENTRY LEVEL: ▶ INTERMEDIATE (F.A, F.SC, I.COM) OR EQUIVALENT QUALIFICATION
DURATION: ▶ 6 MONTHS
QUALIFICATIONS AWARDED ▶ Diploma of Foundation in Travel & Tourism - GALILEO-IATA

QUALIFICATION OVERVIEW:

This course will equip you with essential knowledge and skills to work in the travel and tourism industry and become an effective travel and tourism professional. You will become eligible to provide advice on flight, accommodation and tour products, and how to ensure travelers fulfill necessary travel requirements. It will inculcate in you the customer service and sales skills in order to better advise travel customers about when and where to travel based on their needs. This course will prepare you to plan efficient travel itineraries and reservations using knowledge of geography and standard industry coding.



INTERMEDIATE IN TOURISM & AIRPORT OPERATIONS



ENTRY LEVEL
MATRIC

DURATION
2 YEARS

ANNUAL SYSTEM

INTERNSHIP
4 MONTHS

QUALIFICATION AWARDED

1. Diploma by PBTE
2. Certificate by IATA

COURSE OVERVIEW:

The 'Intermediate in Tourism & Airport Operations' (DTAO) is designed for students who are passionate about starting an exciting career in the travel, tourism and aviation industry.

An ideal combination of theory and practice, DTAO provides students with a strong foundation for launching a scintillating career in the fastest growing travel, tourism & aviation industry.

SEMESTER-I

Sr.#	COURSE TITLE
1	English (I)
2	Urdu (I)
3	Islamic Studies / Civics (For Non-Muslims)
4	Introduction to Travel & Tourism Industry
5	Geography in Travel Planning
6	Serving the Travel & Tourism Customers
7	Computer Reservation System (CRS)

SEMESTER-II

Sr.#	COURSE TITLE
1	English (II)
2	Urdu (II)
3	Pakistan Studies
4	Airport Management
5	Tourism Management
6	Online Booking Solutions

AWARDS & ACHIEVEMENTS



Lamp of Knowledge Award
for an Outstanding International
Hospitality Educator, USA



SUPPORTED BY:
Cornell University, USA



Highfield UK Award
International Training
Centre of Excellence
'The Queen's Award
for Enterprise'



**Eurhodip
Challenge Award 2020**
First Position Holder
amongst the top European
Hotel Schools' Competition



**Prime Minister's
Achievement Award**
Best Hotel School
of Pakistan



**Government of
Sindh Award**
Best Hotel School
of Pakistan



**Chefs' Association
of Pakistan Award**
Best Hotel School of
Pakistan, 2015-2018



Consumer Choice Award
Best Hotel School of Pakistan 2015-16-17-18-19



AWARDING BODIES

All qualifications offered at COTHM are awarded by its international academic and strategic partners in excellence, which lends these qualifications an international recognition in the travel, tourism and airline industry.



COTHM NEW GARDEN TOWN: (BRANCH & HEAD OFFICE)

185, Abu Bakar Block, Canal Road,
New Garden Town, Lahore
☎ +92 42 35913580-81-82-83 ☎ 0302-4090092
✉ info@cothm.edu.pk

COTHM GULBERG JAIL ROAD:

5-C, Main Gulberg II, Ayesha Saddiqa Road,
Jail Road, Lahore
☎ 0322- 4090092
☎ +92-42-35870012-13, 35875851
✉ info@cothm.edu.pk

COTHM DUBAI:

M-59, The Curve Building, Sheikh Zayed Road,
P.O. Box: 26967 Dubai, U.A.E.
☎ +971 4 2888895 Fax: +971 4 2888895
✉ info@cothm.ae
🌐 www.cothm.ae

FOR ADMISSIONS CALL (ALL CENTERS): 03-111-113-114

COTHM KARACHI:

COTHM Gulshan-e-Iqbal
G-4/A, Block-17, Karachi
Mob: 0336-2226846
E-mail: info.khi@cothm.edu.pk

COTHM North Nazimabad

D-23, Block-I, Karachi
Mob: 0333-6624157
E-mail: info.nc@cothm.edu.pk

COTHM SAHIWAL:

925-B Farid Town, Sahiwal
Mob: 0321-1110045
E-mail: info.swl@cothm.edu.pk

COTHM JOHAR TOWN:

10-B, Iqbal Avenue, Johar Town, Lahore
Mob: 0309-8887111
E-mail: info.jt@cothm.edu.pk

COTHM ISLAMABAD:

14-O, F-8 Markaz, Islamabad
Mob: 0309-3337775
E-mail: info.isb@cothm.edu.pk

COTHM OKARA:

22-1, Dar ul Hassan Town, Okara
Mob: 0322-5090092
Email: info.oka@cothm.edu.pk

COTHM MULTAN:

278-B, Gulgasht Colony, Bosan Road, Multan
Mob: 0300-8639014
E-mail: info.mtn@cothm.edu.pk

COTHM RAHIM YAR KHAN:

18-Businessman Colony Rahim Yar Khan
Mob: 0334-5877966
E-mail: info.ryk@cothm.edu.pk

COTHM FAISALABAD:

35 Y Faizan e Madina Road, Susan Road, Faisalabad
Mob: 0321-8822640
E-mail: info.fsd@cothm.edu.pk

COTHM RAWALPINDI:

171-Sarwer Road, Rawalpindi
Mob: +92 336 8851737 +92 300 9769689
E-mail: info.rwp@cothm.edu.pk

COTHM GUJRANWALA:

Kanganiwala Bypass, Main G. T Road Near
Jamia Arabia, Gujranwala
Mob: 0320-0004003
E-mail: info.grw@cothm.edu.pk

COTHM BAHAWALPUR:

House No: 18/B-1, Model Town-A, Bahawalpur
Mob: 0345-4219999
E-mail: info.bwp@cothm.edu.pk