



Pioneer in Professional Education

COTHM
College of Tourism & Hotel Management
GROUP OF COLLEGES

★★★★★
Since 2002



DEPARTMENT OF TRAVEL, TOURISM AND AIRLINE MANAGEMENT



TTA-VOL# II



STAY CONNECTED WITH COTHM



www.cothm.edu.pk



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 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.



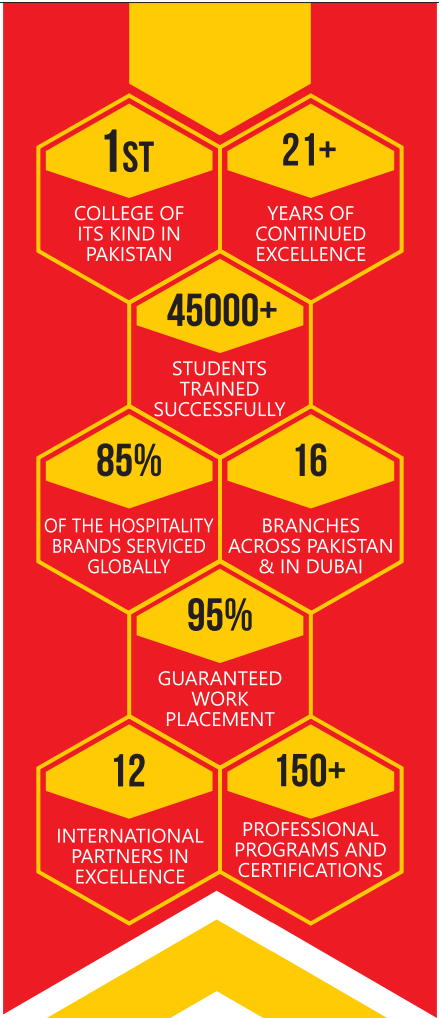
CARING FOR YOU FROM EDUCATION TO INTERNSHIP AND JOB PLACEMENT

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, destination 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



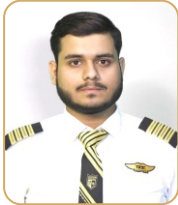
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OMAN



Zainab Arshad
UAE



Hassan Tariq
SAUDI ARABIA



M. Usama Chaudhry
PAKISTAN



Duaa Gulzar
PAKISTAN



Abdul Kareem
PAKISTAN



M. Hamza Saeed
PAKISTAN



Warda Talib
PAKISTAN



Rizwan Ali
PAKISTAN





DIPLOMA IN PROFESSIONAL TRAVEL & TOURISM MANAGEMENT



- ENTRY LEVEL**
INTERMEDIATE (F.A, F.SC, I.COM)
OR EQUIVALENT QUALIFICATION
- DURATION**
3 MONTHS
- 1 SEMESTER**
3 MONTH
- INTERSHIP**
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



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'



WORLD CHEFS' PRESIDENT'S MEDAL



Prime Minister's Achievement Award
Best Hotel School of Pakistan



Government of Sindh Award
Best Hotel School of Pakistan



Consumer Choice Award
Best Hotel School of Pakistan 2015-16-17-18-19-22



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



ADVANCE DIPLOMA IN PROFESSIONAL TRAVEL & TOURISM MANAGEMENT



- ENTRY LEVEL**
INTERMEDIATE (F.A, F.SC, I.COM)
OR EQUIVALENT QUALIFICATION,
AVIATION PROFESSIONALS
- DURATION**
6 MONTHS
- 2 SEMESTERS**
3 MONTHS EACH
- INTERSHIP**
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-Canada
 7. Airline Customer Service Fundamentals by IATA-Canada
 8. Distribution & Airline Retailing with NDC by IATA-Canada

COURSE OVERVIEW:
This training program develops an understanding of the functioning of Global Distribution System (GDS). Students will learn about many aspects of selling traditional hotel products.

Explain the advantages and limitations inherent to making and managing flight reservations via traditional indirect channels.

Describe how New Distribution Capability (NDC) enables airline suppliers and online booking engines to enhance direct distribution of travel products, especially ancillary sales.

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 101	Geography in Travel Planning- IATA-Canada
2	ACSF 101	Airline Customer Service Fundamentals by IATA-Canada
3	DAR 101	Distribution & Airline Retailing with NDC By IATA-Canada

SINGLE CERTIFICATES

1 TRAVEL AND TOURISM CONSULTANT DIPLOMA (IATA)

ENTRY LEVEL: Intermediate / Bachelor's / Master's / DTF Graduates / Aviation Professional
DURATION: 6 MONTHS
QUALIFICATIONS AWARDED: Diploma of Travel and Tourism Consultant by IATA-Canada

COURSE OVERVIEW:

Study popular tourism destinations and improve your sales skills with IATA's Travel and Tourism Consultant to successfully advise your clients on the best travel options. Learn how to customize and construct complex travel itineraries, gain the skills to process ticket exchanges and reissues, and understand how industry regulations affect your travel operations. Identify and consult on popular international travel and tourism destinations. Advise on modes of transportation, accommodation and tours. Apply IATA resolutions that apply to accredited travel agencies. Construct complex fares and manage changes to electronic tickets.



GRADUATE DIPLOMA IN PROFESSIONAL TRAVEL & TOURISM MANAGEMENT



- ENTRY LEVEL**
INTERMEDIATE (F.A, F.SC, I.COM)
OR EQUIVALENT QUALIFICATION,
AVIATION PROFESSIONAL
- DURATION**
1 YEAR
- 4 SEMESTERS**
3 MONTHS EACH
- INTERNSHIP**
OPTIONAL
- QUALIFICATION AWARDED**
1. Graduate Diploma PTTM 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. Airline Customer Service
Fundamentals by IATA-Canada
8. Distribution & Airline Retailing
with NDC By IATA-Canada
9. Foundation in Travel & Tourism
Diploma- Galileo By IATA Canada (Optional)

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 by IATA-Canada
2	ACSF 101	Airline Customer Service Fundamentals by IATA-Canada
3	DAR 101	Distribution & Airline Retailing with NDC By IATA-Canada

SEMESTER-III & IV

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



GRADUATE DIPLOMA IN PROFESSIONAL AIRLINE MANAGEMENT



- ENTRY LEVEL**
INTERMEDIATE (F.A, F.SC, I.COM)
OR EQUIVALENT QUALIFICATION,
AVIATION PROFESSIONAL
- 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. Airline Customer Service
Fundamentals by IATA-Canada
8. Distribution & Airline Retailing
with NDC By IATA-Canada
9. Marketing Essentials for Aviation
Professional by IATA-Canada (Optional)
10. Serving the Travel Tourism Customer
by IATA-Canada (Optional)
11. Travel Agency Fee: A Professional
Approach by IATA-Canada (Optional)

COURSE OVERVIEW:
This graduate diploma program opens up doors to serve in the exciting world of travel, tourism and airline industry. the concepts and definitions of marketing. Demonstrate the step-by-step approach to airline marketing. Apply strategic marketing processes. Marketing process work together to accomplish the primary goal of any marketing strategy. Explain the changing environment of the airline industry and travel consumer. Define sales cycles and utilize them to their advantage. Convey the importance of attitude within the workplace. the benefit of IATA's TASF solution Calculate costs and ROI associated with providing services Explain why good customer service is important in the travel industry. Define customer service as an integral element in the travel professional's role.

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 by IATA-Canada
2	ACSF 101	Airline Customer Service Fundamentals by IATA-Canada
3	DAR 101	Distribution & Airline Retailing with NDC By IATA-Canada

SEMESTER-III & IV

Sr.#	COURSE CODE	COURSE TITLE
1	MEAP 01	Marketing Essentials for Aviation Professional by IATA-Canada
2	STTC 01	Serving the Travel Tourism Customer by IATA-Canada
3	TAAP 01	Travel Agency Fee: A Professional Approach by IATA-Canada

SINGLE CERTIFICATES



DIPLOMA IN TRAVEL & TOURISM FOUNDATION (IATA)

ENTRY LEVEL: ▶ INTERMEDIATE (F.A, F.SC, I.COM), EQUIVALENT QUALIFICATION OR AVIATION PROFESSIONALS
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.



GLOBAL DISTRIBUTION SYSTEM FARES & TICKETING (IATA)

ENTRY LEVEL: ▶ INTERMEDIATE (F.A, F.SC, I.COM), EQUIVALENT QUALIFICATION OR AVIATION PROFESSIONALS
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.



POSTGRADUATE DIPLOMA IN PROFESSIONAL TRAVEL & TOURISM MANAGEMENT



ENTRY LEVEL
Intermediate / Bachelor's / Masters / DTF Graduates / Aviation Professional



DURATION
6 MONTHS



2 SEMESTERS
3 MONTHS EACH



QUALIFICATION AWARDED

1. Diploma by COTHM
2. Certificate by ICM-UK
3. Travel and Tourism Consultant by IATA-Canada (**Optional**)

COURSE OVERVIEW:

Study popular tourism destinations and improve your sales skills with IATA's Travel and Tourism Consultant to successfully advise your clients on the best travel options. Learn how to customize and construct complex travel itineraries, gain the skills to process ticket exchanges and reissues, and understand how industry regulations affect your travel operations. Identify and consult on popular international travel and tourism destinations.

SEMESTER-I & II

Sr.#	COURSE CODE	COURSE TITLE
1	DTTC 101	Diploma Travel And Tourism Consultant (IATA)



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 by IATA-Canada
6	Serving the Travel & Tourism Customers by IATA-Canada
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

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)

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