



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](http://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 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.





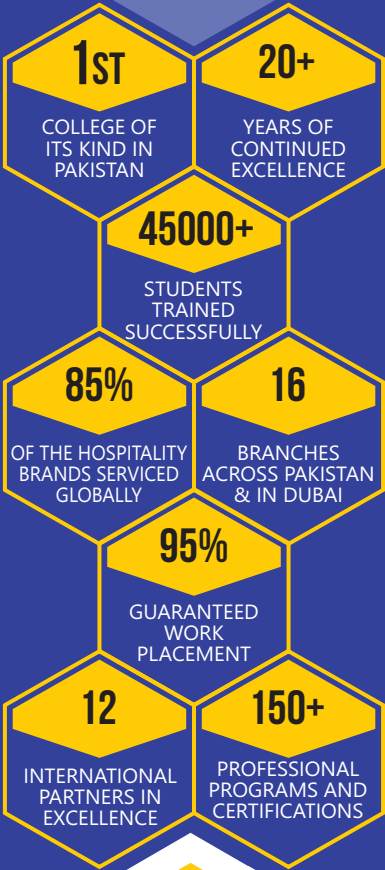
CARING FOR YOU FROM EDUCATION TO INTERNSHIP AND JOB PLACEMENT

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, 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



CO THM

Brand Ambassadors

REPRESENTING US WORLDWIDE



Ali Muqaddas  
OMAN



Zainab Arshad  
UAE



Khalid Bin Dustagir  
SAUDI ARABIA



Muqadas Bibi  
PAKISTAN



Syed Danish Ali Naqvi  
PAKISTAN



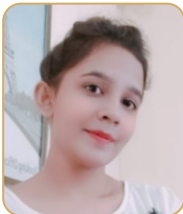
M. Dilawar Arshad  
PAKISTAN



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.



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# 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 (Truzon Soft)
  6. Certificate of Geography in Travel Planning -IATA (GITP)
  6. Certificate of Selling & Managing Airline Reservation & Travel -IATA
  7. Certificate of Serving the Travel & Tourism Customers -IATA (STTC)
  8. 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

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# 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  
✉ admissions.jr@cothm.edu.pk

### COTHM DUBAI:

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Sheikh Zayed Road, Dubai U.A.E.  
☎ +971 4 2888895  
✉ info@cothm.ae  
🌐 www.cothm.ae

### COTHM GLOBAL (UK):

4th Floor, 86-90 Paul Street  
London, UK  
☎ +44 7770 972757  
✉ info@cothmglobal.com  
🌐 www.cothmglobal.com

**FOR ADMISSIONS CALL: 03-111-113-114**

### COTHM JOHAR TOWN:

412-D Baig Road Johar Town Lahore.  
Mob: 0309-8887111, 0300-0663230  
E-mail: info.jt@cothm.edu.pk

### COTHM DHA:

2nd Floor CSD Cavalry Shopping  
Mall Cavalry Ground, Lahore.  
Mob : 0321-1119055/56  
E-mail: info.dha@cothm.edu.pk

### COTHM CANAL BANK:

1 Hanif Park, Canal Bank  
Harbanspura, Lahore  
Mob: 0323-8287333  
E-mail: Info.hbs@cothm.edu.pk

### COTHM SARGODHA:

116-C, Satellite Town, Satellite Town,  
Sargodha. Mob: 0321-1119279  
E-mail: info@cothm.edu.pk

### COTHM OKARA:

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

### COTHM ISLAMABAD | G-9:

14-B, 2nd Floor Sadiq Plaza,  
G-9 Markaz, Islamabad.  
Mob: 0309-3337775  
E-mail: info.isb@cothm.edu.pk

### COTHM RAWALPINDI:

57-A Iran Rd, opposite PSO Pump,  
Block A Satellite Town, COTHM chowk,  
Rawalpindi. Mob: 0309-3330395/6  
E-mail: info.rwp@cothm.edu.pk

### COTHM GUJRANWALA:

Kanganiwala Bypass, Main G. T  
Road Near Jamia Arabia,  
Gujranwala. Mob: 0320-0004002  
E-mail: info.grw@cothm.edu.pk

### COTHM MULTAN (Main Campus):

Building no. 1, Multan Bypass, near  
Awan Chowk, Multan  
Mob: 03450039014  
E-mail: info.mtn@cothm.edu.pk

### COTHM MULTAN (City Campus):

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

### COTHM BAHAWALPUR:

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

### COTHM RAHIM YAR KHAN:

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Rahim Yar Khan Mob: 0331-8877966  
E-mail: info.ryk@cothm.edu.pk

### COTHM SARAI ALAMGIR:

Al-Ghani Plaza Main GT, Road,  
Sarai Alamgir. Mob: 0300-8400115  
E-mail: info.sa@cothm.edu.pk

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House No. 72, Officers colony  
No. 1, Madina Town, Faisalabad  
Mob: 0321-8822640  
E-mail: info.fsd@cothm.edu.pk

### COTHM KARACHI

#### (Main Campus):

92 Block 7 & 8 Jinnah C.H.S, Shaheed  
Millat & Tipu Sultan Road, Karachi  
Mob: 0336-2226846  
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D-19, Block D, North Nazimabad  
Mob: 0333-6624157  
E-mail: info.nkhi@cothm.edu.pk

#### COTHM SIALKOT:

2nd Floor, Cantt Plaza, Opposite  
State Bank of Pakistan, Sialkot  
Mob: 0332-4331111  
E-mail: info.slk@cothm.edu.pk

#### COTHM MUZAFFARABAD:

3-KM From Domail Bridge,  
Srinagar Road, Muzaffarabad  
Mob: 0321-4400324  
E-mail: info.mzf@cothm.edu.pk

### COTHM SAHIWAL:

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

### COTHM GILGIT:

3rd floor Meadows Hotel, Shahray  
Quaid-e-Azam, Near Pain Forest,  
Jutial, Gilgit Baltistan  
Mob: 0355-5035380  
E-mail: info@cothm.edu.pk

#### COTHM SKARDU (THORGU CAMPUS):

Polytechnic Institute Building,  
Thorgu, Skardu, Gilgit-Baltistan  
Mob: 0355-5035380  
E-mail: info.skd@cothm.edu.pk

#### COTHM SKARDU (CITY CAMPUS):

Hassan Colony Chowk, Stalite  
Town Sakardu.  
Mob: 0355-5035380  
E-mail: info.skd@cothm.edu.pk