



Hindi Vidya Prachar Samiti's RAMNIRANJAN JHUNJHUNWALA COLLEGE (AUTONOMOUS)

(Also known as R. J. College of Arts, Science & Commerce as per UGC Notification)

Affiliated to UNIVERSITY OF MUMBAI II Recognized by UGC under 2f & 12B
NAAC Accredited 'A GRADE' with CGPA 3.50

Knowledge is all Ambrosia

UGC ADD ON DIPLOMA
COURSE IN

TRAVEL
AND TOURISM
MANAGEMENT

A

T

S


M

C



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 rjcollege@rjcollege.edu.in

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 Opposite Railway Station, Ghatkopar (W),
Mumbai 400 086, Maharashtra, INDIA.



ABOUT US

Hindi Vidya Prachar Samiti was incepted on the auspicious day of Shri Krishna Janmashtami, 15th August 1938. A brain child of a visionary Late Shri Nandkishore Singh Jairamji, samiti was established with the objectives of catering to the educational needs of the Hindi speaking community. Ramniranjan Jhunjhunwala College came into existence in 1963, enabling a larger section of the society to take advantage of the facilities provided for higher education.

From 1999-2000 the College has added a number of self-financing courses like B.M.S., B.B.I., B.Sc. in Computer Science, Information Technology, Biotechnology, M.Sc. in Computer Science, Biotechnology and Information Technology as well as add on courses, which further hone the special skills of the students.

The college has been reaccredited with 'A' Grade by NAAC in 2014 with a CGPA 3.50 and received the Best College Award (2007-2008) of the University of Mumbai. The College has been bestowed with IMC "Ramkrishna Bajaj Performance Excellence Trophy", 2010.

The Principal of the college was awarded "Best Teacher" by Government of Maharashtra in 2011.

Government of Maharashtra conferred the college with "JAAGAR JAANIVANCHA" (First in Mumbai Suburban- in 2013 and Second in Mumbai Suburban- in 2014) for safety of girls.

Course Code: **RJHISC04**

Duration: **30** hours

Credits : **02**

LEARNING OUTCOME

1. Understand of marketing concepts related to tourism
2. Comprehend Tourism operations
3. Basic understanding of reservation systems
4. Develop overview of planning and development of tourism in India
5. Learn the process of itinerary making
6. Understand allied tools of tourism





COURSE CONTENT

Tourism Marketing and Management

Tourism Marketing, Marketing Research, Tourism Promotion, Travel Agency Financial and Organisational Management, Passenger Reservation and Ticketing, Nature and Scope Of Tour Operation, Technological Advances in Tourism, Travel and Trade Associations, Travel Industry Fairs

Tourism in India

Development of Tourism in India, Tourism Planning in India: Policy and Action Plan, Promotion and Marketing in Tourism, Problems of Tourism Industry, Tourism Circuits

Tools of Tourism

Photography, Itinerary Making, Destination Management

Project / Presentations

Field trips

MEDIUM OF INSTRUCTION

English

EVALUATION

Continuous evaluation through MCQ tests , field visits and project submission.

100
MARKS

PASSING
40



FEES
₹.3000/-

WHO SHOULD DO IT?

Undergraduate students of any Faculty