

DIPLOMA IN AVIATION HOSPITALITY AND TRAVEL MANAGEMENT

Introduction

In the Diploma in Aviation Hospitality and Travel Management course, students can develop their knowledge and skills in Aviation, hospitality, and travel management. In this course, this programme will equip student with academic and professional skill needed for air transport service business development .

In this course, students gain comprehensive knowledge of health care services, the skills to effectively apply this knowledge, and the ability to demonstrate resourceful leadership techniques. This course introduces students to the world of travel and provides a solid foundation in all facets of the tourism and hospitality industries. In Diploma in Aviation Hospitality and Travel Management course, students will learn marketing management and planning skills and how to apply them to various fields within the industry.

After completing a Diploma in Aviation Hospitality and Travel Management course, candidates can find opportunities in the aviation sectors and other growing industries. These professionals may work in major positions like air-hostess, pilot, cabin crew, flight steward, ground duty staff, aircraft maintenance engineer, etc. These graduates may get jobs in top companies like Sahara, Jet Airways, Air Deccan, etc. and international companies like United Airlines, British Airways, Virgin Atlantic, Air Canada, etc.

Graduates after completing Diploma in Aviation Hospitality and Travel Management course may work in areas like Medical software companies, Travel agencies, tourism companies, IT companies, Schools and colleges, hotel and restaurants, Nursing homes, Hospitals, Hospital consulting firms, Public Health departments. These professionals may work in major positions like Hospital administrator, Healthcare manager, Hospital quality consultant, etc.

Who should attend?

- Travel agents
- Airline reservation agents
- Tour operators
- Call center agents

DIPLOMA IN TOURISM AND TRAVEL MANAGEMENT AS PRESCRIBE BY ISASP INSTITUTE.

S./No	Course Content	Credit unit	Credit Unit
ADTM 101	Travel and Tourism Industry	The course content of the Travel and Tourism Industry; Geography in the Travel; Planning I; Travel Formalities; Land Transport Rail; Land Transport Car & Camper; Hotels; Airfares & Ticketing I; Water Transport Ferry; Tour Package I; Air Transport Essentials; Customers Services; Technology in the industry; Global Distribution system (GDS)	
ADTM 102	Principles of marketing	:Definition of marketing, evolution of marketing, the marketing environment and its element and adaptation; market research/marketing research hypothesis, the product; meaning of product, innovation, new products development, product mix policies and strategies, brands packaging and other product features; price determination and pricing objectives, method of setting prices, pricing policies and strategies, the retail market and retailing institution, the wholesale market and wholesaling middleman, channel management, physical distribution management, the promotional programme management of personal selling, meaning of advertising, effects/relevance of advertising to products, etc, public relations, publicity and sales promotion.	
ADTM 103	Computer fundamental	Historical Background, definition, development of computer in society particular, Abacus, Pascal, Babbage, Hollecith & the Entac; Classification of computers, By types of data processed, Digital, Analog, Hybrid, By purpose – special purpose, general purpose, By size – micro, mani, mainframe, supercomputer, by age of technology – 1st, 2nd, 3rd, & 4th generations; computer hardware & configurations, schematic diagram of a digital computer, generation of processors, computer software, types of software, operating system, languages, language translators, utilities programs and software generations, computer network, LAN, MAN, WAN; internet, internet architecture, connecting to the internet; resources on the net – E-mail, email spam, world wide web, web browsers, URLS, searching the internet, computer viruses, reasons for viruses, sources of viruses, defecting viruses, types of virus’s and prevention/protection, peripheral devices, CRT or VDU, paper tape, punched card, magazine tape, magnetic Disk, CD Rom, Microfilm, MICR, OMR, OCR.	
ADTM 104	Business communication	Written communication – selective and organizing material, the layout and drafting of various forms of report, correspondence, including letters and memoranda, relevance and coherence in	

		writing, readability and reading skills. Preparation of minutes and meeting. Oral communication – planning and conduction interviews, the preparation of oral statements, formal addresses, effective listing, telephonic communication. Communication in organizations. External communication – public relations, principles and practice of customer relation and the social aspect of communication, press announcement. Audio visual aids – the use of diagrams and charts, tape recordings, filmed materials as an aid to communication in business. Media relations –	
		understanding broadcasting interviews, appearance and content using house organs such as journals and fact sheets, photographs and visuals; media conference.	
ADTM 105	Introduction to accounting	Nature and purpose of accounting Users of Accounting Information; source document and subsidiary books (cash book, and journals); Accounting concept and convention; Double entry principles- and ledgers- and Ledgers; trial balance; correction of errors and suspense Account; Income and expenditure; bank reconciliation statement; Final Accounts of sole Trader; Adjustment to Final Accounts; Provision and Reserves; manufacturing accounts; Acquisition, Depreciation and Disposal of Fixed Assets; single entry book- keeping and incomplete records; self balancing Ledgers and control Accounts; Accounts of not for profit making organization; Analysis and interpretation of Accounts	
ADTM 106	Tourism management	Define Tourism Management, Discuss the Management process, Explain the Principles of Management in historical, perspective, Understand the Management functional and practices in Leisure, Describe Group behaviour in the Tourism Management setting, Mention Quality Tourism Management, Explain the meaning of management by objectives, Know management information system, Appreciate performance appraisal, Know the its implementation, Application of the MBO/performance appraisal management system.	
ADTM 107	International tourism	This course provides students with the global fundamental knowledge concerning marketing, human resources management, financial management, destination planning, policy, environment and prospects in the tourism industry. Global destinations and social/cultural characteristics, Political, cultural and environmental events and issues affecting world travel, International attractions, Existing and emerging destinations in: Africa, Asia, Australia, Europe, North America, South America.	
ADTM 108	Art heritage of Nigeria	The Cultural Heritage - Use of History, The cultural Heritage Living Culture and Performing Arts, The Cultural Heritage	

		Religions of Nigeria, Monuments and Museums in Nigeria, The Museum as A Resource, Educating the Public through Archaeology on Video, Film, Smelting In Yoruba Land; Isundunni, Management And Communication In Nigeria Museum: Challenges And Recommendation, Overview of Cultural Heritage In Nigeria, Writing for Tourism-Travel Industry And Tourism Organization.	
ADTM 201	Organizational behavior	An Overview of the Field of Organizational Behavior, Individual behaviour and learning in organizations, . Theories of Employee Motivation and Rewards Systems, Communications in Organizations, Group Dynamics, Teambuilding and Decision Making, Organizational Conflict & Resolution Strategies, Organizational Change and Development, Organizational Culture, Organizational Structure and Design.	
ADTM 202	Quality Management. in tourism	<ul style="list-style-type: none"> • The Concept of Quality Management In Services • Quality Management in Tourism • Caring For Customers in Tourism 	
ADTM 203	Eco-Tourism	Course Description Ecological principles applied to tourism; principles of human behavior used in eco-tourism issues; the relationship between natural resources and tourism; planning and management of natural, cultural resources and people's way of life for sustainable use in tourism with special focus on rural areas, wildlife sanctuaries and other areas of forests, mountains, beaches and islands.	
ADTM 204	Strategic Management. in Tourism	define strategy and strategic management; • explain Mintzberg's Five Ps framework of strategy; • appreciate the importance and organizational context of strategic decision making; • distinguish between deliberate (prescriptive) and emergent strategy; • explain what strategy often contains in practice; • distinguish between strategic, tactical and operational decisions; • explain the meaning of mission, vision and values and describe the typical contents of these statements; • analyse examples of mission and vision statements from relevant tourism, hospitality and events (THE) contexts; • explain what is meant by hierarchical congruence and why is it important; • employ the stakeholder model to explain how strategic decisions are arrived at; • explain the most typical types of objective that are sought through strategic management and how they might be written; and • understand how the strategy concepts introduced in the chapter can be applied to relevant tourism, hospitality and events	
ADTM 205	Human resources Management.	Students will learn concepts, theories as well as practical issues associated with human resources management. The aim of the course is to foster students' ability in developing human resources management programs and in evaluating the potential problems of human resources planning in relation to the international tourism industry. The Importance	

		of Human Resources, The Human Resources Development Strategy, Working Conditions, Education and Training, Recruitment, Retention, Turnover, Rewards, Benefits, Compensation, Pre-Employment, Education and Training
Adtm 206	Principle and concept of hospitality Management..	This course will examine the basic principle, major concept and theories of hospitality management with emphasis on planning, marketing and management functions. PERSONAL STRATEGIC MANAGEMENT PLAN: • Mission Statement • Vision • Long Term Objectives • Short Term Objectives • Strategies • Policies and Standards • Tactics
ADTM 207	Event Management.	* Historical perspective to event management, size & type of event, event team, code of ethics, • Principle of event management, concept & designing, analysis of concept, logistics of concept. • Feasibility, key to success, SWOT analysis.
ADTM 208		Introduction to Economic Concepts, The Competitive Market Model, Applications of the Competitive Model, The Theory of the Firm and the Perfectly Competitive Market, Market Models, The Macroeconomic Environment & its Measures, Aggregate Demand & Supply, Fiscal Policy & the Public Debt, Monetary Policy & the Financial System, The International Monetary Sector , Rates Economics of Growth.

Benefits of the programme

- The course is designed to appeal to students who seek a recognized qualification in business travel and tourism.
- The course offers excellent job opportunities for airlines, travel agencies, tour operating companies, resorts, shipping companies, hotels, state tourism department etc.
- They can expect a wide range of employment options with career advancement opportunities to management in areas as well.
- They can also have jobs in travel agencies; here they deal with almost everything connected with travel including the shortest route to the destination, travel mode, the important documents.

Diploma in Tourism and Travel Management Job Types

- Tour Operator
- Associate & Analyst
- Management Trainee
- Travel Consultant
- Freelancer Travel Consultant
- Travel Executive
- Travel Sales Consultant

Duration

One (1) year (7 months lecture /Essay) and 2 months practical experience