

AFT
ONLINE

TRAVEL & TOURISM

1 YEAR DIPLOMA

POWERED BY



ABOUT

AAFT ONLINE

AAFT Online is an online initiative of India's leading Media Arts Institution - AAFT, that aims to shape global creative talent by establishing the highest educational standards for creative skills. AAFT Online aims to give your innovative streak a professional edge with its 30 years of rich mentoring experience in the field of creative arts education at a university level.

As a leading EdTech platform, AAFT Online is the symbiosis of education and field-based experience, nurturing a need-based training translating into a viable career option. By bringing the best of the industry experts with world class educational standards, AAFT not only promotes job opportunities but also creates empathetic professionals standing in the throes of grand success.

OUR ACHIEVEMENTS



India's First
UGC Approved
Creative Arts
University



Trained
Over **25,000+**
Students



Over 30 Years
in Education



500+
Faculty &
Mentors



CHAIRMAN'S MESSAGE

Our mission has always been to nurture creativity and fortify the global media and arts community. The launch of AAFT Online in the middle east is a significant stride towards bridging the gap between academia and the dynamic industry in the region. We are enthusiastic about connecting with a broader network of creative minds and contributing to the growth of the progressive ecosystem in the middle east.

The dynamic media and arts landscape of the region offers immense potential, and AAFT Online is here to empower aspiring individuals with skills tailored to thrive in this vibrant market. Our courses are meticulously crafted by industry experts to meet the unique demands of the region's evolving industry.

To creative minds, seize this opportunity to transform your passion into a profession. Join us in shaping the future of the creative industry in the middle east.

Welcome to AAFT Online in the middle east –where creativity meets opportunity.

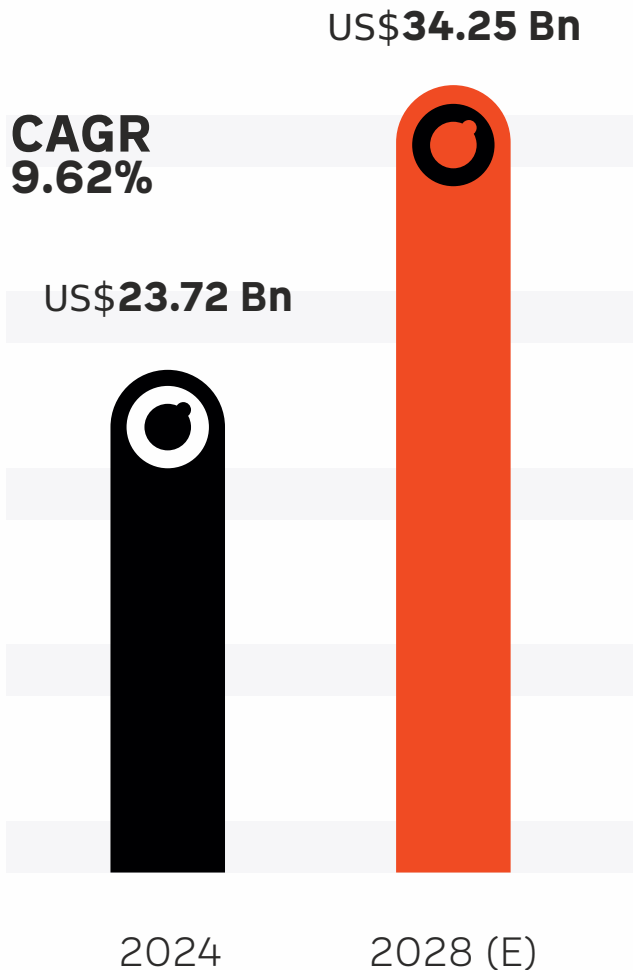


TRAVEL & TOURISM

INDUSTRY OUTLOOK

Travel & Tourism industry growth 2024 & beyond

The Travel & Tourism market in India is expected to generate a revenue of US\$23.72bn in 2024. The projected annual growth rate (CAGR 2024-2028) of 9.62% is expected to result in a market volume of US\$34.25bn by 2028.



WHY

STUDY ONLINE

- Career Advancement and Personal Enrichment
- Enhanced Flexibility and Self-Paced Learning
- Cost-Effective Learning
- Efficient Time Management
- Demonstrated Self-Motivation
- Global Perspective
- Improved Virtual Communication and Collaboration
- Refined Critical-Thinking Skills
- Diverse Course Offerings
- Comfortable Learning Environment
- Access to Outstanding Teaching
- Global Connections
- Study Anywhere in the World

WHY US

Courses are **specially curated by Academicians and Industry Experts**

Opportunity to **interact and network** with enthusiasts from all across the globe

Courses are for all-whether you are a student or a working professional

All our classes are backed by **Virtual Faculty Support**

Focused approach for skill building and **practical exposure** through assignments and projects

Dedicated Placement Support

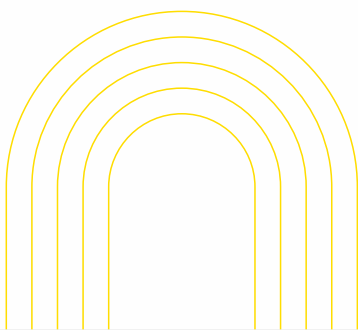
Up-to-date content with the latest trends and developments of the industry

Learn **real world application** through practitioners

Add a specialization in your Resume on completion of the course

Access to **AAFT Alumni Association**

one-to-one mentor sessions throughout the course





COURSE

OVERVIEW

The AAFT Online Diploma in Travel & Tourism is a comprehensive one-year program designed to equip learners with the essential knowledge and skills needed for a successful career in the travel and tourism industry. Spread over four trimesters, the course covers a wide range of topics, starting with an introduction to the industry, including its history, impact on the economy, and the various sectors within tourism. Learners will explore geography in travel planning, delve into travel products and services, and learn about customer service excellence. The program also includes modules on travel agency operations, hospitality management, tourism marketing, and sustainable and responsible tourism practices. With both recorded content and live sessions each week, this blended learning program ensures a rich learning experience, combining theoretical knowledge with practical insights and hands-on projects. Each trimester introduces new modules, from advanced baking techniques and international tourism to entrepreneurship in tourism and a final capstone project, ensuring graduates are well-prepared for the challenges and opportunities in the travel and tourism sector.

Employability:

Airlines
and Airports

Travel
Agencies

Tourism Marketing
and Management

Hospitality
Industry

Cruise
Lines

Travel
Blogging

Event and
Conference Planning

Transportation
Services

Adventure Tourism and
Outdoor Recreation

Eco-tourism and
Sustainable Travel

Cultural Heritage
Management

Travel Technology and
Online Travel Services

Corporate Travel
Management

COURSE HIGHLIGHTS



Recorded Video
Lectures &
eWorkbooks



Self-paced
Learning



AAFT Alumni
Status



Live Webinars and
Doubt-clearing support



Digital Verified
Certification



Career Mapping &
Career Counseling



Soft Skills
& Personality
Development



Resume Building &
Review Sessions



LMS access for
6 months upon
completion of
the course





WHAT YOU WILL LEARN

- ▶ History and Evolution of Travel and Tourism
- ▶ Importance and Impact of Tourism on the Economy
- ▶ Major Sectors within the Tourism Industry
- ▶ Types of Tourism: Leisure, Business, Adventure, and more
- ▶ Global Tourism Organizations and Their Roles
- ▶ Understanding Maps and Time Zones
- ▶ Climate and Seasonal Travel Patterns
- ▶ Popular Destinations Around the World
- ▶ Cultural and Natural Attractions
- ▶ Types of Accommodations: Hotels, Resorts, Hostels
- ▶ Overview of Transportation Modes: Air, Road, Sea
- ▶ Tour Packages and Excursion Planning
- ▶ Travel Insurance and Its Importance
- ▶ Principles of Excellent Customer Service
- ▶ Managing Customer Expectations and Experiences
- ▶ Role and Functions of Travel Agencies
- ▶ Booking and Reservation Systems
- ▶ Introduction to the Hospitality Industry
- ▶ Marketing Concepts for Tourism
- ▶ Principles of Sustainable Tourism

CURRICULUM

OVERVIEW

Trimester 1: Introduction to Travel & Tourism

- MODULE 01 Introduction to the Travel & Tourism Industry
- MODULE 02 Geography in Travel Planning
- MODULE 03 Travel Products and Services
- MODULE 04 Customer Service in Tourism
- MODULE 05 Travel Agency Operations
- MODULE 06 Hospitality Management
- MODULE 07 Basics of Tourism Marketing
- MODULE 08 Sustainable and Responsible Tourism
- MODULE 09 Travel Documentation and Logistics
- MODULE 10 Tourism Information Systems
- MODULE 11 Event Tourism
- MODULE 12 Cultural and Heritage Tourism

Trimester 2 - Developing Tourism Products & Services

- MODULE 13 Adventure Tourism
- MODULE 14 Business Travel Management
- MODULE 15 Tourism Economics
- MODULE 16 Airline Operations Management
- MODULE 17 Destination Management and Marketing
- MODULE 18 Travel Writing and Blogging
- MODULE 19 Hospitality Revenue Management
- MODULE 20 E-Tourism and Digital Strategies
- MODULE 21 Health and Wellness Tourism
- MODULE 22 Ecotourism
- MODULE 23 Wine and Culinary Tourism
- MODULE 24 Tourism Law and Policy

CURRICULUM

OVERVIEW

Trimester 3: Strategic Management & Marketing in Tourism

- MODULE 25 Strategic Management in Tourism
- MODULE 26 International Tourism
- MODULE 27 Cruise Industry Management
- MODULE 28 Tourism Technology and Innovation
- MODULE 29 Sustainable Tourism Development
- MODULE 30 Tourism Marketing Strategies
- MODULE 31 Event and Festival Management
- MODULE 32 Luxury Tourism and Management
- MODULE 33 Travel Safety and Security
- MODULE 34 Human Resources Management in Tourism
- MODULE 35 Tourism Policy and Advocacy
- MODULE 36 Destination Branding and Promotion

Trimester 4: Professional Development & Entrepreneurship

- MODULE 37 Entrepreneurship in Tourism
- MODULE 38 Tourism Analytics and Big Data
- MODULE 39 Customer Relationship Management (CRM) in Tourism
- MODULE 40 Global Tourism Challenges and Opportunities
- MODULE 41 Accessible Tourism
- MODULE 42 Social Media & Influencer Marketing in Tourism
- MODULE 43 Green Tourism and Eco-labels
- MODULE 44 Cultural Intelligence in Tourism
- MODULE 45 Tourism and Community Development
- MODULE 46 Professional Skills for the Tourism Industry
- MODULE 47 Research Methods in Tourism
- MODULE 48 Capstone Project

KEY

PROJECTS

Travel Industry Evolution Photo Documentary

Global Tourism Impact Report

Virtual Destination Tour

Customer Service Role-Play

Travel Agency Simulation

Hospitality Management Case Study

Tourism Marketing Campaign

Sustainable Tourism Project

Travel Documentation Guide

Event Tourism Plan

Cultural Heritage Promotion Project

Adventure Tourism Safety Manual



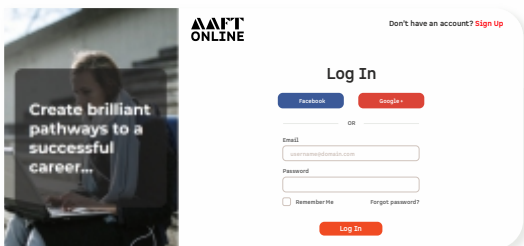
HOW YOU WILL LEARN

Seamless & Easy Platform

Our Online platform is easy to use and you can start learning at the click of a few buttons.

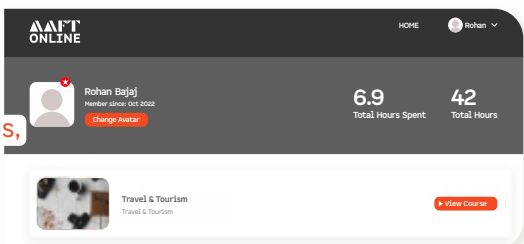
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Login with your credentials



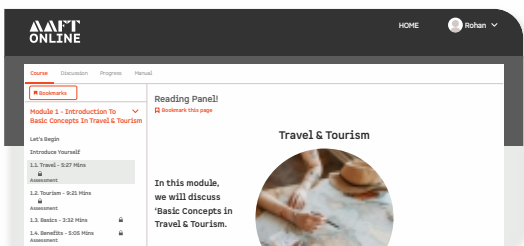
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Start Learning with help of videos, live sessions & doubt clearing support



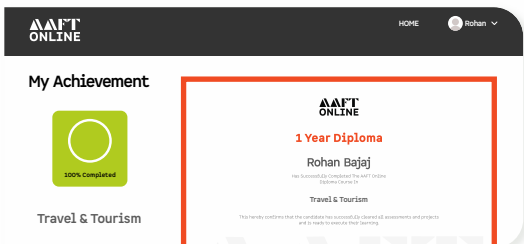
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Access to Program Material



4

Get Certified upon completion of program



THE INSTRUCTORS

Ms. Shipra Associate Professor

Ms. Shipra is a postgraduate in Tourism and Travel Management from Indian Institute of Tourism and Travel Management and a graduate from Delhi University. She has nearly 11 years of experience including both industry and academics. She has a special zeal towards teaching and spreading knowledge of Tourism. She is an avid traveler and believes that travel enhances our understanding of the world, which teaches us patience and tolerance to make a person wise in life.



Dr. Akriti Singh Associate Professor

Dr Akriti Singh holds a Ph.D. in Food Technology and has 15 years of research, teaching, training, and development experience. She has 17 research publications in National and International Journals, Seminars and Conferences. She has certifications from MoFPI (Ministry of Food Processing Industries) and ASA (American Soybean Association). Dr Akriti is a GRAS certified Personality Development Trainer and has served as a guide for various Ph.D. students at reputed universities.



Ms. Meenal Sharma Assistant Professor

Ms. Meenal Sharma is an alumna of Oriental School of Hotel Management, Kerala and holds B.Sc. in Hospitality and Hotel Administration degree. She specializes in accommodation operations and has completed her Masters in Travel and Tourism from IGNOU. She started her career from Crowne Plaza, Okhla, and worked with brands like Shangri La and Eros New Delhi. She has 5 years of experience in academics and has also worked as an Assistant Professor and Training & Placement head.



THE INSTRUCTORS

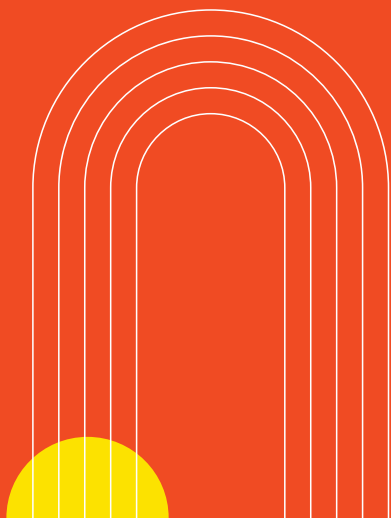
Ms. Shefali Narang Assistant Professor

Ms. Shefali is a Certified Hospitality Trainer from the Ministry of Tourism & NCHMCT. She holds a Master's in Travel and Tourism Management from IGNOU and is an alumnus of IHM Guwahati (NCHMCT), batch 2004-2007. She has 9+ years of experience and has worked as a committee member for developing Syllabus and Course Content for Diploma programs of Front Office and Housekeeping for IGNOU. She is an educator who is passionate about learning as she believes that learning is the best investment for life.



Ms. Aaditi Kashyap Assistant Professor

Ms. Aaditi, a natural and passionate educator and facilitator. NHTET qualified hospitality trainer, who has a keen interest in research. She has 5 years of experience in the field of hospitality education as a facilitator, instructor and trainer. She is a PhD scholar from CT University, holds a master's degree from IHM, Pusa and bachelor's degree from AIHM, Chandigarh. She has been trained with multiple 5-star hotels like Taj, Radisson and Westin.



WHO SHOULD ENROLL

Freshers from any
Stream

Hospitality graduates

Travel enthusiasts

Tourism professionals

Event planners

Airline staff

Hotel Managers

Cultural Researchers

Business Students

Eco-tourism Advocates

Marketing Graduates

Language Students

Adventure Guides

Customer Service
Representatives

International Relations
Graduates



CAREER OPPORTUNITIES

Travel Agent

Tour Operator

Tour Guide

Airline Customer Service Agent

Flight Attendant

Hotel Manager

Resort Manager

Event and Conference Planner

Destination Marketing Manager

Cruise Ship Manager

Travel Writer/Blogger

Eco-Tourism Specialist

Hospitality Services
Manager

Travel Consultant

Heritage Manager

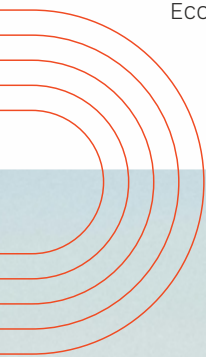
Adventure Tourism
Specialist

Airport Operations
Manager

Transportation Manager

Visitor Information
Manager

Tourism Policy Advisor



STUDENT TESTIMONIALS



I have completed my Diploma in tourism & travel management from SOHT-AAFT, and it was my best decision to join this organisation for myself. I've learnt unlimited new skills & gain my knowledge. The atmosphere of the college is fabulous, faculties are very helpful & passionate towards their work. They mainly focused on enhancing our interpersonal skills, which helped me a lot to get a job in the tourism industry.

Mukul, Sita Travels

Diploma in Tour and Travel Management

Being a Tourism student it was very important to know the industry from the ground level and the faculty was good in this to give us the valuable insight of the industry trends. I have developed my leadership, time management and team spirit skills and have also been able to advance these skills to the whole new level. The mentors at AAFT helped me enhance my academic and interpersonal skills.



Tannu, Sita Travels

Diploma in Tour and Travel Management



I have learned a lot in many aspects of career development and it would not have been possible without my faculty teachers who always encouraged me to do more to find my true capabilities. The all-time motivation of the faculty members has enlightened me throughout my journey. All that motivation and learning has led me towards a very wonderful MNC named Mondee Tech Pvt Ltd.

Kristopher Robert Fernandez, Mondee Tech

Diploma in Tour and Travel Management

AFT ONLINE IN THE MEDIA



THE TIMES OF INDIA



<https://timesofindia.indiatimes.com/blogs/voices/edtech-trends-to-keep-an-eye-on-in-2022/>

Forbes INDIA



<https://www.forbesindia.com/article/budget-2022/budget-2022-education-gets-a-digital-push/73339/1>

THE FINANCIAL EXPRESS



<https://www.financialexpress.com/education-2/aaft-group-launches-its-start-up-venture-aaft-online/2591229/lite/>

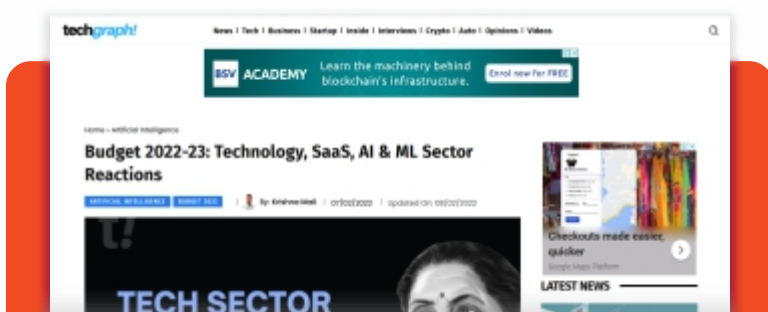
AFT ONLINE IN THE MEDIA

Higher[®] Education Digest



<https://www.highereducationdigest.com/check-out-these-amazing-tech-careers-in-visual-design/>

techgraph!



<https://techgraph.co/budget/budget-2022-23-technology-saas-ai-ml-sector-reactions/>

CEO Insights



<https://www.ceoinsightsindia.com/startups/how-the-evolution-of-edtech-is-driving-the-job-market-across-domains-nwid-9141.html>

CERTIFICATE OF COMPLETION

**AAFT
ONLINE**

1 Year Diploma

Neha Garg

Has Successfully Completed The AAFT Online
Diploma Course In

Travel & Tourism

This hereby confirms that the candidate has successfully cleared all assessments and projects
and is ready to execute their learning.

PROF. ALBEENA ABBAS
Academics Director, AAFT Online



Dr. SANDEEP MARWAH
Chairman, AAFT Online

ADMISSION

DETAILS

DIPLOMA IN TRAVEL & TOURISM

ELIGIBILITY

Every Candidate with Higher Secondary Education from a recognised board is eligible for the program.

SELECTION PROCESS

STEP 1: Fill up the Application Form

STEP 2: Admissions Team would review your application

STEP 3: Interview round with Director Admissions

FINANCIAL AID

Avail Education Loans at 0% interest rate from our corporate financial partners.

