

Sr. No.	Modules/ Units
1	Planning & Marketing of Tourism
	<ul style="list-style-type: none"> • Planning- Concept, Need and Importance, Process, Approaches • Organising- Concept, Need and Importance, Allocation of resources • Marketing- Concept, Elements, Segmentation, Integrated Marketing Communications (IMC)
2	Travel Agencies
	<ul style="list-style-type: none"> • Essentials, Need, Importance and Functions of Travel agencies and Tour Operators • Procedures and Documentations- Need & Importance, Steps, Challenges, Types of documents and Itinerary Making • Customer Relationship Management- Concept, Need and Importance, Process, SQM
3	Tourism Organisations
	<ul style="list-style-type: none"> • Role of State Tourism development Corporation & its regional offices, MTDC • Role of Tourism Organisations –IATA, PATA, WTO, ITDC. • Social Responsibility and Ethical Concerns of Tourism
4	Maharashtra Tourism Policy 2016
	<ul style="list-style-type: none"> • Vision, Mission, Objectives and Targets of Maharashtra Tourism Policy 2016 • Policy related to Film Tourism, Rural Tourism, Adventure Tourism • Public Private Partnership Model for growth in tourism sector