

DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY

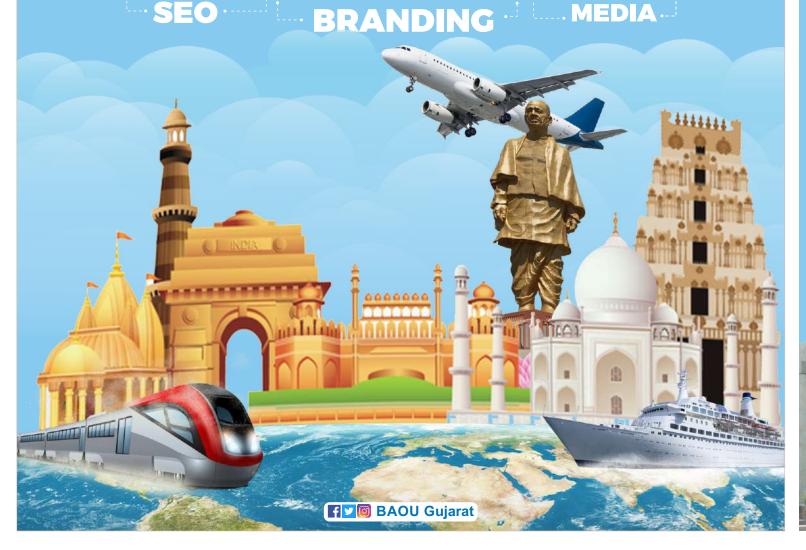


(Established by Government of Gujarat)

CERTIFICATE

TOURISM MARKETING





Certificate in Tourism Marketing

Introduction:

- The whole CTM course has a total of 16 credits.
- Eligibility for Admission: Minimum entry level is 12th pass or equivalent or two or more years of qualifying NCVT/GCVT exam.
- Duration of Course: Minimum 6 months and Maximum 2 years.
- Course fee: Girls Rs.1000/-, Boys Rs.1400/-
- Six monthly Exams: January/ February and June/ July

Assessment Pattern:

- Based on annual exam (six month)- (100%)
- Standard of Success To Pass 50% marks in Assignment and yearly Evaluation

| syllabus :

Sr. No.	Subject	Subject Code	Credit
1	Basic understanding of Tourism	TS- 01	8
2	Tourism Marketing Administration	TS-02	8
		Total:	16

