

*Certificate Course in*  
**HERITAGE AND  
TOURISM MANAGEMENT**



**Ram Lal Anand College**  
University of Delhi, South Campus  
Benito Juarez Road, New Delhi 110 021

*in collaboration with*



**Nijhawan Group**

### About Ram Lal Anand College

**R**am Lal Anand College is a University of Delhi maintained co-educational Institution founded in the year 1964 by Late Shri Ram Lal Anand, a senior Advocate in the Supreme Court of India. The college is located against the backdrop of Aravali Range in the neighbourhood of south campus and can be reached from both sides of ring road. It has a vast campus, spread over ten acres of land with green lawns and an elegant building of architectural merit.

The college offers 14 undergraduate courses for students of different streams (Humanities, Commerce and Science) and one post graduate degree program in Hindi. Most of the faculty members have doctoral degrees and possess national and international postdoctoral research experience.

The college has state of art infrastructure including 25 ICT enabled classrooms, Media Production Centre, Amphitheatre, Seminar Room and Open Air Theatre. There are five computer laboratories with multiple terminals for use by students of different courses. The Microbiology laboratories have all advanced instruments including PCR, UV-Visible Spectro-photometer, Gel doc system and Bench Top Fermenter etc. Library is currently being renovated and a completely air-conditioned library is soon going to be ready.

The college provides ambience for holistic growth and development of the students. The alumni of the college are well placed in various multinational corporates and government sector at senior positions in India and abroad.

### About Nijhawan Group

**N**ijhawan Group with over 40 years of experience in India is one of the leading travel conglomerates in India and has vastly diversified entities within the travel industry.

Nijhawan group has a history of successful business partnerships as a GSA for leading airlines and today owns TBO which is leading B2B travel portal in India and emerging as a strong player globally. TBO Group works with almost 35,000 travel agents and tour operators in India, Middle East, Africa, Latin America and Asia Pacific and transacts in +90 countries.

Nijhawan Group has a workforce of +1200 employees and 47 offices in India and 19 global offices across Asia Pacific, Middle East, Africa and Europe. Nijhawan Group enjoys excellent reputation, credibility and long term relations with the agents, airlines and hoteliers.

Nijhawan Group currently exclusively represents top hospitality brands, tourism board and theme parks in India.

Nijhawan Group has currently invested in many start ups - Few popularly ones are In Shorts, Dineout, Lets Transport, Qdesq, Pee Buddy

Apart from the travel business the group has very powerfully diversified in other verticals :

Retail franchisee of Benetton, Adidas and Levis

Catering Services - by the brand Fork N Spoon



## About the Course

**T**ourism, in post-globalised world, is one of the fastest growing industry with a huge potential for employment market. Heritage and tourism are closely interlinked as large number of both inbound and outbound tourists visit the heritage sites. Heritage tourism, among others, has tremendous scope especially in a country like India due to the presence of a great number of heritage sites. The tourism industry of India, both in the public and private sector, has immense potential capable of catering to and absorbing a large number of trained manpower in its various interrelated fields. The present course has been designed with clear objectives to make students aware of the linkages between heritage and tourism, to sensitize them towards the need to preserve our rich heritage and to provide conceptual and practical training and requisite skills in order to facilitate their employment in government and corporate sectors engaged in diverse tourist operations.

## Major themes of the course

-  **Conceptualising Heritage** - Definition; Typology; Significance; Linkages with tourism.
-  **Heritage Management and Marketing**- Challenges to cultural heritage; National legislation; Preservation and conservation; Destination development and entrepreneurship.
-  **Tourism** - Concept and definition; Growth and development of tourism in India and the world; Impact of Globalisation; Regulatory bodies.
-  **Tourism Management and Marketing** - Recent global trends in tourism; Tourism policy and planning; Transportation, Hospitality and Travel Management, Tourism marketing.
-  **Role of ICT in tourism** - Ticketing and Tariff; Bill settlement; Security of travel documents.
-  **Impact of Tourism, ethics and sustainable tourism.**

### CONTACT

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#### Ms. SHACHI MEENA

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#### Course Duration

Months (January-July 2018)

#### Fee Structure

Rs. 15,000/-

#### Number of Seats

30 (On first-come, first-served basis)

#### Eligibility

10+2 (any stream). All graduate and presently pursuing under graduate course are eligible for admission.

#### Class Timings

Saturdays and Sundays

#### Internship

Three-Four week's intensive training on Sales and Marketing/Travel Operations/Ticketing/ Travel Agency

#### Placement

To be facilitated by college with the support of Nijhawan Group

#### Evaluation

Continuous and comprehensive evaluation (assignment/ project/field work in Delhi and outside) and year end theory examination.

#### Faculty

Faculty from college and professionals from travel, tourism hospitality and heritage industry.

#### Registration

Online registration and submission of admission form on college website [www.rlacollege.edu.in](http://www.rlacollege.edu.in) from Dec. 19, 2017 to January 15, 2018. Fee is payable on college web portal in the form of NEFT/ RTGS/Bank Draft in favour of "Principal, Ram Lal Anand College," payable at New Delhi on or before 15 January 2018, UBI, A/c No. 403502010005997 IFSC UBIN0540358. **For Online Registration [CLICK HERE](#)**