Self-Study Report (SSR) - Criterion-1

Information to be submitted by Departments/Directorates/Centres for Each Programme Offered

1	Department/Directorate/Centre/Institute:	Department of Tourism Hospitality & Leisure Studies	
2	Name of the Programme Offered:	Masters of Tourism and Travel Management	
3	Departmental website link of the complete/updated syllabus:	https://thls.uok.edu.in/Files/9c0ccb5c-f84b-4f00-9410-046481003a8e/Menu/MTTM_Syllabus_-_2018_90dfd7e5-44e4-416f-a11c-2f5f8e073b31.pdf	
4	Number of Courses in the Programme? 39		
5A	Number of New Courses introduced in the Programme since 2019? 0		
5B	List of New Courses introduced since 2019:		

Course Code	Course Title	Brief Description	

5C	Departmental website link in support of New Courses introduced in the Programme since 2019.	NA (To be introduced in 2024)			
6A	Dates of syllabus revisions during the last five years. (2019-2023)	Will be revised in 2024			
6B	Departmental website link in support of syllabus revisions.				

7	Are Programme Outcomes (POs) clearly mentioned in the syllabus? (Y/N) N (Will be introduced in the new syllabus 2024)	
8	Are the Course Outcomes (COs) mentioned for each course of the programme? (Y/N) N (Will be introduced in the new syllabus 2024)	
9A	Does POs & COs have relevance to local, regional & global developmental needs? (Y/N) (Will be introduced in the new syllabus 2024)	
9B	List of courses addressing Local Needs:	

Course Code	Course Title	Brief Justification
MTTM18103CR	Travel Agency Management & Tour Operations	Travel Agency Management & Tour Operations substantiate the students with the basic practical inputs about the various procedures involved in handling the operations of a travel agency.
MTTM18106DCE	Hospitality Management	This course is prescribs students about the operations and the functioning of various hospitality establishments.
MTTM18107DCE	Tourism Communication	The purpose of this course is to acquire an in-depth knowledge about the business communication and personality development and to make students familiar with the techniques and approaches to become a successful
MTTM18108DCE	Travel Media and Journalism	The students learn about the media landscape and communicative structure of travel journalism, media and content. The course aspires to train up students in travel journalism skills and its allied parameters.
MTTM18001OE	Ecotourism Development	The objective of this course is to make students able to comprehend the theories and practices of ecotourism to manage natural resources.
MTTM18204CR	Entrepreneurship and Venture Creation in Tourism	The course aspires to prepare students in entrepreneurship development, incubation, start ups and venture creation in tourism and its allied sectors.
MTTM18209DCE	Tourist Transport Management	This subject is intended to prepare students to enter a transport company where he will be required to be well-versed with the modalities of tourist transport management.
MTTM18002OE	Tourism Products of Jammu and Kashmir	The course will enable the learners about the historic and present scenario of tourism industry in the state of Jammu and Kashmir and will enhance their knowledge in exploiting the various employment opportunities in J&K.
MTTM18302CR	Adventure Tourism Management	This course would provide a basic knowledge of technicalities in various adventure tourism related activities and an understanding of an approach in the operation of adventure tourism business.
MTTM18303CR	Heritage Tourism Management	This course provide students with the knowledge and strategies for conversion of heritage assests into succeful tourism ventures.
MTTM18002GE	Tourism Business Opportunities	The course teaches learners regarding business opportunities in tourism ventures and enable them to start and manage enterprises successfully.
MTTM18401CR	Destination Management	This course makes students to understand the steragies, skills and techniques for successfully managing and operating profitable tourist destinations.
MTTM18402CR	Sustainable Tourism Development	The students learn to mange and operate tourism destinations, business venture and tourism activities economically viable making shall be able to understand and appreciate the significance of Sustainable Tourism
MTTM18404CR	Internship and Training Project	
MTTM18003GE	Community Based Tourism	

9C	List of courses addressing Regional Needs:	

Course Code	Course Title	Brief Justification
MTTM18101CR	Tourism Principles and Practices	
MTTM18103CR	Travel Agency Management & Tour Operations	
MTTM18106DCE	Hospitality Management	
MTTM18107DCE	Tourism Communication	
MTTM18108DCE	Travel Media and Journalism	
MTTM18001GE	Fundamentals of Tourism	
MTTM18001OE	Ecotourism Development	
MTTM18201CR	Tourism Marketing	
MTTM18202CR	Tourism Policy, Planning and Development	
MTTM18203CR	Accounting for Tourism Managers	
MTTM18204CR	Entrepreneurship and Venture Creation in Tourism	
MTTM18208DCE	Research Methodology	
MTTM18209DCE	Tourist Transport Management	

Course Code	Course Title	Brief Justification
MTTM18301CR	Ethical and Legal Aspects in Tourism	
MTTM18302CR	Adventure Tourism Management	
MTTM18303CR	Heritage Tourism Management	
MTTM18306DCE	Aviation and Cargo Management	
MTTM18307DCE	Strategic Tourism Management	
MTTM18002GE	Tourism Business Opportunities	
MTTM18401CR	Destination Management	
MTTM18402CR	Sustainable Tourism Development	
MTTM18404CR	Internship and Training Project	
MTTM18405DCE	Tourism Information system	
MTTM18406DCE	Human Resource Management in Tourism	
MTTM18407DCE	Quantitative Methods in Tourism	
MTTM18408DCE	Management of Service Operations	
MTTM18003GE	Community Based Tourism	
MTTM18004GE	MICE Tourism	

9D	List of courses addressing **Global Needs:**	
Course Code	**Course Title**	**Brief Justification**
MTTM18101CR	Tourism Principles and Practices	
MTTM18102CR	Management and Organisational Behaviour	
MTTM18103CR	Travel Agency Management & Tour Operations	
MTTM18104CR	Tourism Geography	
MTTM18106DCE	Hospitality Management	
MTTM18107DCE	Tourism Communication	
MTTM18001GE	Fundamentals of Tourism	
MTTM18201CR	Tourism Marketing	
MTTM18202CR	Tourism Policy, Planning and Development	
MTTM18203CR	Accounting for Tourism Managers	
MTTM18204CR	Entrepreneurship and Venture Creation in Tourism	
MTTM18206DCE	Foreign Language – Arabic	
MTTM18207DCE	Tourism Economics	
MTTM18208DCE	Research Methodology	
MTTM18209DCE	Tourist Transport Management	
MTTM18301CR	Ethical and Legal Aspects in Tourism	
MTTM18305DCE	Financial Management in Tourism	
MTTM18306DCE	Aviation and Cargo Management	
MTTM18307DCE	Strategic Tourism Management	
MTTM18308DCE	Foreign Language - French	
MTTM18401CR	Destination Management	
MTTM18402CR	Sustainable Tourism Development	
MTTM18405DCE	Tourism Information system	
MTTM18406DCE	Human Resource Management in Tourism	
MTTM18407DCE	Quantitative Methods in Tourism	
MTTM18408DCE	Management of Service Operations	
MTTM18004GE	MICE Tourism	

10A	Does the Programme offer focus on Employability/ Entrepreneurship/ Skill development courses? (Y/N)	
10B	List of **Employability Courses:**	
Course Code	**Course Title**	**Brief Justification**
MTTM18104CR	Tourism Geography	
MTTM18106DCE	Hospitality Management	
MTTM18108DCE	Travel Media and Journalism	
MTTM18203CR	Accounting for Tourism Managers	
MTTM18204CR	Entrepreneurship and Venture Creation in Tourism	

Course Code	Course Title	
MTTM18206DCE	Foreign Language – Arabic	
MTTM18209DCE	Tourist Transport Management	
MTTM18002OE	Tourism Products of Jammu and Kashmir	
MTTM18302CR	Adventure Tourism Management	
MTTM18303CR	Heritage Tourism Management	
MTTM18305DCE	Financial Management in Tourism	
MTTM18306DCE	Aviation and Cargo Management	
MTTM18308DCE	Foreign Language - French	
MTTM18002GE	Tourism Business Opportunities	
MTTM18401CR	Destination Management	
MTTM18404CR	Internship and Training Project	
MTTM18405DCE	Tourism Information system	
MTTM18408DCE	Management of Service Operations	
MTTM18004GE	MICE Tourism	

10C List of **Entrepreneurship Development Courses:**

Course Code	Course Title	Brief Justification
MTTM18103CR	Travel Agency Management & Tour Operations	
MTTM18204CR	Entrepreneurship and Venture Creation in Tourism	
MTTM18002OE	Tourism Products of Jammu and Kashmir	
MTTM18302CR	Adventure Tourism Management	
MTTM18306DCE	Aviation and Cargo Management	
MTTM18002GE	Tourism Business Opportunities	
MTTM18004GE	MICE Tourism	

10D List of **Skill development Courses:**

Course Code	Course Title	Brief Justification
MTTM18204CR	Entrepreneurship and Venture Creation in Tourism	
MTTM18404CR	Internship and Training Project	
MTTM18405DCE	Tourism Information system	

11A Does the programme have courses addressing Professional ethics/ gender/ human values/ environment/ sustainability & other value framework enshrined in NEP2020/etc. (Y/N) Y

11B List of courses addressing **Professional Ethics:**

Course Code	Course Title	Brief Justification
MTTM18301CR	Ethical and Legal Aspects in Tourism	
MTTM18302CR	Adventure Tourism Management	
MTTM18402CR	Sustainable Tourism Development	

11C List of courses addressing **Gender Issues:**

Course Code	Course Title	Brief Justification
MTTM18402CR	Sustainable Tourism Development	
MTTM18301CR	Ethical and Legal Aspects in Tourism	
MTTM18003GE	Community Based Tourism	

11D List of courses addressing **Human Value Issues:**

Course Code	Course Title	Brief Justification
MTTM18402CR	Sustainable Tourism Development	
MTTM18301CR	Ethical and Legal Aspects in Tourism	

11E	List of courses addressing **Environment Issues**:		
	Course Code	*Course Title*	*Brief Justification*
	MTTM18001OE	Ecotourism Development	
	MTTM18402CR	Sustainable Tourism Development	
	MTTM18202CR	Tourism Policy, Planning and Development	
		destination	
	MTTM18301CR	Ethical and Legal Aspects in Tourism	

11F	List of courses addressing **Sustainability issues**:		
	Course Code	*Course Title*	*Brief Justification*
	MTTM18001OE	Ecotourism Development	
	MTTM18402CR	Sustainable Tourism Development	
	MTTM18202CR	Tourism Policy, Planning and Development	
	MTTM18401CR	Destination Management	

11G	List of courses addressing **Other Value Framework** enshrined in NEP2020/etc.:		
	Course Code	*Course Title*	*Brief Justification*

12A	**Does the Department/Directorate/Institute/ Centre offer Diploma Programme?** (Y/N) N								

12B	Details of the **Diploma Programmes** offered by the institutions where the students of the institution have enrolled and successfully completed during the last five years (2019-2023)								
	Programme Code	*Name of Diploma Programme*	*Mode of Programme (Online/Offline)*	*Year of Offering/en rolment*	*Contact hours of course*	*Number of students enrolled in the year*	*Number of Students completing the course in the year*	*Departmental website link to the relevant document*	*Number of students enrolled in the year*

13A	**Does the Department/Directorate/Institute/ Centre offer Certificate Courses?** (Y/N) N								

13B	Details of the **Certificate Courses** offered by the institutions where the students of the institution have enrolled and successfully completed during the last five years (2019-2023)								
	Course Code	*Name of Certificate Course*	*Mode of Course (Online/Offline)*	*Year of Offering/en rolment*	*Contact hours of course*	*Number of students enrolled in the year*	*Number of Students completing the course in the year*	*Departmental website link to the relevant document*	*Number of students enrolled in the year*

14A	**Does the Department/Directorate/Institute/ Centre offer Value-Added Courses?** (Y/N) N								

14B	Details of the **Value Added Courses** offered by the institutions where the students of the institution have enrolled and successfully completed during the last five years (2019-2023)								
	Course Code	*Name of Value-Added Course*	*Mode of Course (Online/Offline)*	*Year of Offering/en rolment*	*Contact hours of course*	*Number of students enrolled in the year*	*Number of Students completing the course in the year*	*Departmental website link to the relevant document*	*Number of students enrolled in the year*

15A	**Does the Department/Directorate/Institute/ Centre offer Online Courses of MOOCs, SWAYAM/e-PG Pathshala/ NPTEL and other recognized platforms? (Y/N)**								

15B	Details of **Online Courses of MOOCs, SWAYAM/e-PG Pathshala/ NPTEL and other recognized platforms** where the students of the institution have enrolled and successfully completed during the last five years **(2019-2023)**								
	Course Code	Name of the Course	Mode of the Course- offered by the HEI or Online (Specify the platform like MOOCS, SWAYAM, etc.)	Year of Offering/enrolment	Contact hours of course	Number of students enrolled in the year	Number of Students completing the course in the year	Departmental website link to the relevant document	Number of students enrolled in the year
	MTTM18001GE	Fundamentals of Tourism	Offline	2019-2023	32 hrs	39	39		39
	MTTM18001OE	Ecotourism Development	Offline	2019-2023	32 hrs	39	39		39
	MTTM18002OE	Tourism Products of Jammu and Kashmir	Offline	2019-2023	32 hrs	39	39		39
	MTTM18002GE	Tourism Business Opportunities	Offline	2019-2023	32 hrs	39	39		39
	MTTM18004GE	MICE Tourism	Offline	2019-2023	32 hrs	39	39		39
	MTTM18003GE	Community Based Tourism	Offline	2019-2023	32 hrs	39	39		39

16A	**Does the programme have Field Projects/ Research Projects /Internship in the programme? (Y/N) Yes**	

16B	Details of components of **Field Projects / Research Projects / Internships** implemented during last five years **(2019-2023)**			
	Course Code	Name of the course pertaining to field projects/ Research Projects /Internship	Number of Credits	Number of students undertaking course	Departmental website link to the relevant document
	MTTM18404CR	Internship and Training Project	6	35+33+34+32+29 = 163	

17	**Any other Relevant Information:**

Signature of the Head/Director of the Department/Centre/Institute

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