

List of New Courses

Department/Directorate/Centre/Institute:		Department of Tourism Hospitality & Leisure Studies
Name of the Programme Offered:		Masters of Tourism and Travel Management
List of New Courses introduced since 2019:		
<i>Course Code</i>	<i>Course Title</i>	<i>Brief Description</i>
MTTM24105DCE	Recreation & Leisure Pogramming	The course will help the student to examine the role of leisure in individual and community well-being and the basic principles of recreation and leisure service delivery hence making him gain proficiency in designing, planning, and implementing inclusive and accessible recreation and leisure programs.
MTTM24108DCE	Tourism Theory and Social Science	This course aims to provide students gain insights into the socio-cultural, economic, and environmental dimensions of tourism phenomena.
MTTM24109DCE	Destination Research & Field Visit-I(DRFV)	It is a practical exposure to various tourism destinations in Kashmir enabling students to gain insights into the dynamics of tourism destinations and identify challenges affecting their competitiveness.
MTTM24205DCE	Itinerary Preparation & Tour Designing	This course will help the students to develop itinerary, drafting skills that are applicable in the travel industry and will be able to calculate costing for various itineraries.
MTTM24208DCE	Tourism Models and Systems	This subject will provide students with an in-depth understanding of advanced models and systems in the field of tourism, enabling them to analyse, interpret, and apply complex frameworks to address contemporary challenges and opportunities in the tourism industry.
MTTM24209DCE	Destination Research & Field Visit-II (DRFV)	The One-Week DRFV aims to provide students with an extensive opportunity to explore and familiarize themselves with tourism destinations in Kashmir. The program focuses on studying the five As (Attractions, Accessibility, Accommodation, Amenities, and Activities) and identifying challenges hindering the development of these destinations to enhance their competitiveness
MTTM24307DCE	Coconsumer Behaviour in Tourism	This will help students gain a comprehensive understanding of tourist behavior and its driving factors, including modern insights into motivations, the impact of societal and economic influences on decision-making, and how technology shapes tourism experiences.
MTTM24308DCE	Tourism Resources of the World	The subject will help the students in understanding the significance of geographical knowledge in designing the itineraries for the travellers, suggesting them various destinations for their travel and shall give them an extra edge in formulating strategies for effective tourism planning and development
MTTM24309DCE	Destination Research & Field Visit-III (DRFV)	This aims to familiarize students with major tourism destinations of national importance in and around Kashmir, providing hands-on experience in designing itineraries, making reservations, booking accommodations, arranging sightseeing, and interacting with stakeholders.
MTTM24403CR	Tourism Technology	This will equip students with the knowledge, skills, and competencies with regards to Digital Marketing,

		virtual reality (VR), augmented reality (AR) which are necessary to succeed in various roles within the tourism industry, as well as to adapt to the evolving technological landscape shaping the sector.
MTTM24406DCE	Peace building through Tourism	This course will provide students with an advanced understanding of how tourism can catalyse peace-building and conflict resolution
MTTM24409DCE	Dissertation	The Dissertation component of the program aims to provide students with the opportunity to undertake independent research and develop confidence in analyzing problems and issues in tourism management

Sd/
Head of the Department