

Department/Directorate/Centre/Institute:		Department of Tourism Hospitality & Leisure Studies
Name of the Programme Offered:		Masters of Tourism and Travel Management
List of courses addressing Local Needs:		
<i>Course Code</i>	<i>Course Title</i>	<i>Brief Justification</i>
MTTM18103CR	Travel Agency Management & Tour Operations	Travel Agency Management & Tour Operations is the basis for understanding the modus operandi of a travel and tour company. It shall 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 prescribed to appraise students about the essentials of the hospitality industry. To aware students about the important departments of a classified hotel and to teach them various aspects related to accommodation Industry.
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 communicator.
MTTM18108DCE	Travel Media and Journalism	The students are expected to 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 help students to understand the significance of ecotourism. The course aims to make students able to comprehend the theories and practices of ecotourism to manage natural resources.
MTTM18204CR	Entrepreneurship and Venture Creation in Tourism	The students are expected to learn about the broader landscape of tourism entrepreneurship and the course desires to impart fundamental knowledge and skills required to run successful enterprises. 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 aim of the course is to familiarize the learners about the tourism resources 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 about the tourism resources of the state.
MTTM18302CR	Adventure Tourism Management	Adventure tourism is considered as an essential part of tourism and an understanding of this type of tourism is required for any tourism professional. This course would provide a basic knowledge of technicalities in various adventure tourism related activities and an understanding of an approach in the management of adventure tourism.
MTTM18303CR	Heritage Tourism Management	This course will provide students with the knowledge and strategies for preservation protection and promotion of heritage assets of any place or region. The students will know about the rich heritage existing in different forms and the techniques of how to handle them in the most efficient ways.
MTTM18002GE	Tourism Business Opportunities	The objective of the course is to create awareness among the learners regarding business opportunities in tourism ventures and enable them to start and manage enterprises successfully.
MTTM18401CR	Destination Management	This course will make students to understand and appreciate competition between tourism destinations, which has continued to increase in recent years and how destinations can be built.
MTTM18402CR	Sustainable Tourism Development	The Students shall be able to understand and appreciate the significance of Sustainable Tourism Development (STD), the various approaches and practices for STD and to gain exposure to the implementation of STD principles through relevant case studies.
MTTM18404CR	Internship and Training Project	This internship not only bridges the gap between theoretical and practical applications but also enhances the skill sets and knowledge required to thrive in the tourism sector. Students will also get an opportunity to understand the tourism scenario better, be a good team player, understand what their customers and clients require from them in addition to prepare them for better placement

		opportunity.
MTTM18003GE	Community Based Tourism	The course has been directed towards building the conceptual and operational knowledge of the students in community building projects and tourism sector. The course aims to expose the community resources and their mobilization constraints to the professionals.

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Head of the Department