



# **Choice Based Credit System (CBCS)**

## **Curriculum**

### **For**

## **Master of Tourism and Travel Management (MTTM)**

**(Effective from Academic Session 2024)**

**Department of Tourism, Hospitality  
& Leisure Studies**



**University of Kashmir, Srinagar,  
Kashmir-190006**



## **About the University of Kashmir**

The University of Jammu and Kashmir was founded in the year 1948. In the year 1969, it was bifurcated into two full-fledged Universities: the University of Kashmir at Srinagar and the University of Jammu at Jammu. The University of Kashmir is situated at Hazratbal in Srinagar. It is flanked by the world-famous Dal Lake on its eastern side and Nigeen Lake on the western side. The Main Campus of the University spread over 247 acres of land is divided into three parts – Hazratbal Campus, Naseem Bagh Campus and MirzaBagh Campus (serving residential purpose). Additional land has been acquired at Zakura near the main campus for further expansion of the University. The tranquil ambience of the Campus provides the right kind of atmosphere for serious study and research.

Over the years the University of Kashmir has expanded substantially. It has established Satellite Campuses at Anantnag (South Campus), Baramulla (North Campus) and Kupwara (Kupwara Campus) to make higher education more accessible to people living in remote areas of Kashmir valley. The University has also established a Sub-Office at Jammu to cater to the needs of the candidates enrolled with the University from outside Kashmir.

The University is committed to providing an intellectually stimulating environment for productive learning to enhance the educational, economic, scientific, business and cultural environment of the region. The University offers programmes in all the major faculties; Arts, Business & Management Studies, Education, Law, Applied Sciences & Technology, Biological Sciences, Physical & Material Sciences, Social Sciences, Medicine, Dentistry, Engineering, Oriental Learning and Music & Fine Arts. It has been constantly introducing innovative/ new programmes to cater to the needs and demands of the students and society.

Over the years, the University has marched towards excellence in its programmes and activities. It has been re-accredited as a Grade-A+ University by the National Assessment & Accreditation Council (NAAC) of India. This is a recognition and reflection of the high standard of quality in teaching and research at the University of Kashmir.

## **About the Department**

Tourism academics and research at the University of Kashmir has its genesis in 2012 when Master's Degree Programme in Travel and Hospitality Management was introduced in the University under the aegis of the erstwhile Business School now called as the Department of Management Studies. It has since then been at the forefront of undertaking research, providing education, training and



skills/capability building in the tourism sector. Since its inception, various scholars have been pursuing their research and hundreds of students have been trained for the tourism & hospitality industry. In June 2021, it was officially established as an independent Department under the nomenclature “Department of Tourism, Hospitality and Leisure Studies” (DTH&LS).

The Department seeks to take a broader view of tourism, hospitality & leisure education and research, exploring issues and problems relevant to a wide range of situations and issues that entrepreneurs and professionals are likely to face. In this context, the Department envisages becoming a Global Centre of Excellence in teaching, research and consultancy; to undertake cutting-edge research, to provide students with specific competencies for the tourism, hospitality & leisure sector in a practice-oriented and holistic approach; to deliver key competencies required in the tourism, hospitality & leisure sector; to respond to the regional and worldwide demand for tourism and hospitality leaders; and to build and sustain a competitive advantage in the global tourism, hospitality & leisure education, research and consultancy. The Department aims to produce future generations of global Tourism, Hospitality, and Leisure industry professionals, entrepreneurs and researchers via innovative academic programs, cutting-edge research, and strong industry and community partnerships.

### **Vision**

To be a global leader in Tourism, Hospitality, and Leisure education, research, consultancy, entrepreneurship, innovation and stakeholder engagement, and serve as a think tank for delivering scientifically sound solutions in these sectors.

### **Mission**

To deliver high-quality education, undertake cutting-edge research in tourism, hospitality, & leisure management, and develop internationally competitive and socially responsible managers, professionals, entrepreneurs and researchers.

### **Objectives**

The Department is steadfast in engaging with the young generation and enriching tourism, hospitality, and leisure management practice and leadership by:

- Delivering solutions to all the stakeholders that are sustainable, responsible, and pragmatic
- Designing distinctive academic, research, and entrepreneurial programs which are relevant, contemporary, participative, and cutting-edge
- Generating research, both theoretical and actionable



- Developing students personally as well as professionally
- Promoting vocational skills alongside theoretical knowledge
- Fostering a vibrant entrepreneurial culture
- Partnering with vital organizations

### **Salient Features**

The MTTM programme is designed in tune with the industry requirements to help the students learn and acquire both theoretical knowledge and practical skills in the Tourism, Travel and Hospitality sector and allied its varied disciplines.

The important features on which the Department dwells on improving the quality standards of teaching, learning and research are:

**Pedagogy:** A typical combination of teaching methods such as lectures, presentations, participation, demonstrations, project works, case studies and field visits have been adopted to enhance the hands-on experience of the students.

**Curriculum:** A well-defined course syllabus has been designed to provide comprehensive, rigorous and contemporary theoretical and practical knowledge to the students, thereby meeting the expectations of the tourism industry.

**Evaluation:** The performance of students is evaluated continuously and the process of assessment comprises internal and external tests consisting of assignments, seminar presentations, participation and project work.

**Interdisciplinary Approaches:** Maximum emphasis is given to theoretical and practical inputs and under the CBCS guidelines the students are allowed to opt for courses from other disciplines across the academic departments of the university.

**Facilities:** The Department makes all possible efforts to equip the classrooms with all modern gadgets to facilitate for effective teaching and learning.

**Industry-Academia Interface:** The department has a continuous liaison with the industry for practical exposure of the students and field visits.

**Books and E-resources:** The department is equipped with a library which has good collections of books concerning the diverse areas in the discipline of tourism, hospitality & leisure studies.. The University Central Library issues text and reference books to the students and PhD scholars.



**Campus Life:** The campus landscape is very beautiful and vibrant which creates a feasible study atmosphere.

### **Highlights of Course Ordinance**

- **Intake & Reservation:** The total number of intakes is 39. Reservation shall be applicable as per Government of Jammu & Kashmir norms.
- **Duration of the Course:** The duration of the course shall be two academic years spreading over four semesters i.e., two semesters in each academic year-July to December and January to May, respectively.

### **Admission Procedure:**

Admissions to the MTTM Course shall be based on the merit of students' performance in the University Common Entrance Test followed by Group Discussion and Personal Interview.

### **The pattern of Entrance Test:**

The question paper in the entrance test shall consist of 120 objective-type questions carrying one mark each, including Reasoning, Arithmetic, English and General Awareness.

### **Teaching:**

In each Semester, there shall be actual teaching for a minimum of 90 days, excluding admission, preparatory and examination periods.

### **Medium of Teaching and Examination:**

The medium of Teaching and Examination shall be in English only.

### **Attendance:**

The minimum attendance required for becoming eligible to appear in semester examinations for each theory paper shall be 75%.

### **Program Outline**

The department shall be offering two year **Master of Tourism and Travel Management(MTTM)** programme and the scheme shall consist of **110 credits**, comprising of **66 core credits(60 credits for core papers and 6 credits for internship)**, **36 Discipline Centric Electivecredits** and **8 Generic /Open Elective credits**.

There shall be four semesters of taught courses including Destination Research and Field Visits, Internship Training and Dissertation.



Accordingly, classes can be multiplied into the credit allocated to the concerned module. Chairperson shall organize non-credit courses, seminars, syndicated exercises, assignments, study tours, etc. as and when required.

**Evaluation:**

MTTM degree programme is offered through 'Choice Based Credit System'. As per the System, subjects are classified into Hard Core and Soft Core Courses. Hard Core courses are compulsory. Whereas, the students have a choice to select from among the list of Soft Core courses offered within the Department and by other Departments.

**Weightage of Marks:** The weightage of marks for continuous Internal Assessment and End Semester Examinations for 4, 3 & 2 credits shall be 20 & 80, 15 & 60, and 10 & 40 respectively.

**Passing Minimum:** A student is declared to have passed in a given course only when he/she secures a minimum of 40% marks both in the internal assessment component and the End-Semester Examinations.

**Evaluation of End Semester Examination:** The answer scripts of the end Semester Examinations shall be evaluated for a weightage of 80 marks, 60 marks, & 40 marks for 4 credits, 3 credits and 2 credits by the Course Faculty.

**Semester End Examination Question Paper Pattern:** The question paper pattern for each of the subjects for the End-Semester written examination shall be as given below:

➤ **(Four Credit Course)**

**Part A**

Eight very short answer questions to be answered, each carrying two (02) marks (two questions from each unit).  $08 \times 2 = 16$  Marks

**Part B**

Four short answer type questions are to be answered each carrying eight (08) marks (one question from each unit).  $4 \times 8 = 32$  Marks

**Part C**

Two Long answer type questions from four questions, one from each unit.  $02 \times 16 = 32$  Marks.

➤ **(Three Credit Course)**



### **Part A**

Eight very short answer questions to be answered, each carrying two (02) marks (two questions from each unit).  $06 \times 2 = 12$  Marks

### **Part B**

Three short answer type questions are to be answered each carrying eight (08) marks (one question from each unit).  $3 \times 8 = 24$  Marks.

### **Part C**

Two Long answer type questions from four questions, one from each unit.  $02 \times 12 = 24$  Marks.

### ➤ **(Two Credit Course)**

#### **Part A**

Eight very short answer questions to be answered, each carrying two (02) marks (two questions from each unit).  $04 \times 2 = 08$  Marks

#### **Part B**

Two short answer type questions are to be answered each carrying eight (08) marks (one question from each unit).  $8 \times 2 = 16$  Marks

#### **Part C**

One Long answer type question from three questions, one from each unit.  $01 \times 16 = 16$  Marks.

**Grading:** Grading of the marks obtained by the students shall be made as per the norms of the CBCS in the same manner as followed in other University Departments.

**Attendance:** Each student shall obtain 75 per cent attendance to be eligible for appearing for the End-Semester Examination.

#### **Open/Generic Electives:**

The Department depending upon the available resources, offer Open Elective and Generic Elective courses. As per the norms, all students are required to obtain/earn two credits from Generic electives offered by the sister departments and two credits from open electives offered by other departments. Presently, the department is offering the following OE/GE courses:

1. Fundamentals of Tourism (GE)
2. Tourism Products of Jammu & Kashmir (OE).
3. Ecotourism Concepts and Principles (OE).



4. Tourism Business Opportunities (GE).
5. MICE Tourism (GE).
6. Community-Based Tourism (OE).





## Master of Tourism and Travel Management (MTTM) Choice Based Credit System Scheme (Effective from Session 2024)

<b>Semester 1<sup>st</sup></b>							
Course Code	Title	Paper Category	Hours/Week			Credits	
			L	T	P		
MTTM24101CR	Tourism Concepts and Principles	Core	3	1	-	4	
MTTM24102CR	Management Sciences in Tourism	Core	3	1	-	4	
MTTM24103CR	Travel Services Management	Core	3	1	-	4	
MTTM24104CR	Tourism Geography and Spatial Sciences	Core	3	1	-	4	
<b>Discipline Centric Electives (DCE)</b>	<b>Note: All candidates are required to opt for three courses from Discipline Centric Courses (DCE).</b>						
MTTM24105DCE	Recreation & Leisure Programming	DCE	2	1	-	3	
MTTM24106DCE	Tourism Business Communication	DCE	2	1	-	3	
MTTM24107DCE	Hospitality Services Management	DCE	2	1	-	3	
MTTM24108DCE	Tourism Theory & Social Sciences	DCE	2	1	-	3	
MTTM24109DCE	Destination Research & Field Visit – I (DRFV)*	DCE	2	1	-	3	
<p><b>Note: All students are required to obtain/earn 2 credits either from Generic Electives offered by sister departments or from Open Electives offered by other departments.</b></p> <p><b>The courses offered by the department under Generic and Open Electives are as follows:</b></p>							
<b>Generic Electives</b>							
MTTM24001GE	Fundamentals of Tourism	Generic	1	1	-	2	
<b>Open Electives</b>							
MTTM24001OE	Ecotourism Concept and Principles	Open	1	1	-	2	
<b>Semester 2<sup>nd</sup></b>							
MTTM24201CR	Tourism Hospitality & Leisure Marketing	Core	3	1	-	4	
MTTM24202CR	Tourism Policy and Planning	Core	3	1	-	4	
MTTM24203CR	Research Methodology	Core	3	1	-	4	
MTTM24204CR	Entrepreneurship and Venture Creation in Tourism	Core	3	1	-	4	



Semester 3 <sup>rd</sup>						
Course Code	Title	Paper Category	Hours/Week			Credits
			L	T	P	
MTTM24301CR	Ethical, Legal & Regulatory Aspects of Tourism	Core	3	1	-	4
MTTM24302CR	Adventure Tourism Management	Core	3	1	-	4
MTTM24303CR	Heritage Tourism Management	Core	3	1	-	4
MTTM24304CR	Tourism Resources of India	Core	3	1	-	4
<b>Discipline Centric Electives (DCE)</b>	<b>Note: All candidates are required to opt for three courses from Discipline Centric Courses (DCE).</b>					
MTTM24305DCE	Tourist Transport Management	DCE	2	1	-	3
MTTM24306DCE	Tourism Economics	DCE	2	1	-	3
MTTM24307DCE	Consumer Behaviour in Tourism	DCE	2	1	-	3
MTTM24308DCE	Tourism Resources of the World	DCE	2	1	-	3
MTTM24309DCE	Destination Research & Field Visit – III (DRFV)*	DCE	-	-	3	3
<b>Note: All students are required to obtain/earn 2 credits either from Generic Electives offered by sister departments or from Open Electives offered by other departments.</b>						
<b>The courses offered by the department under Generic and Open Electives are as follows:</b>						
<b>Generic Electives</b>						
MTTM24003GE	Tourism Business Opportunities	Generic	1	1	-	2
<b>Semester 4<sup>th</sup></b>						
MTTM24401CR	Destination Management	Core	3	1	-	4
MTTM24402CR	Sustainable Tourism Development	Core	3	1	-	4
MTTM24403CR	Tourism Technology	Core	3	1	-	4
MTTM24404CR	Internship and Training Project	Core	0	6	-	6
<b>Discipline Centric Electives (DCE)</b>	<b>Note: All candidates are required to opt for three courses from Discipline Centric Courses (DCE).</b>					
MTTM24405DCE	Human Resource Management in Tourism	DCE	2	1	-	3
MTTM24406DCE	Peace-building through Tourism	DCE	2	1	-	3
MTTM24407DCE	Strategic Tourism Management	DCE	2	1	-	3



**Note: All students are required to obtain/earn 2 credits either from Generic Electives offered by sister departments or from Open Electives offered by other departments.**

**The courses offered by the department under Generic and Open Electives are as follows:**

Generic Electives (GE)	Title	Paper Category	Hours/Week			Credits
			L	T	P	
MTTM24004GE	MICE Tourism	Generic	1	1	-	2
<b>Open Electives(OE)</b>						
MTTM24004OE	Community-Based Tourism	Generic	1	1	-	2
MTTM24408DCE	Aviation Management	DCE	2	1	-	3
MTTM24409DCE	Dissertation*	DCE	-	4	-	4

*CR-Core, DCE-Discipline Centric Elective, GE-Generic Elective and OE-Open Elective*

**\* Note: All candidates are required to opt MTTM24109DCE titled “DRFV-I”, MTTM24209DCE titled “DRFV-II”, MTTM 24309DCE titled “DRFV-III” and MTTM24409 titled “Dissertation” which are compulsory.**



## **(A) One-Day Destination Research & Field Visits (MTTM24109DCE)– I (DRFVs) –Thrice in a Semester**

**Objective:** The course aims to provide students with practical exposure to various tourism destinations in Kashmir, allowing them to collect first-hand information about key aspects such as attractions, accessibility, accommodation, amenities, activities, and the cultural and environmental context. These visits will enable students to gain insights into the dynamics of tourism destinations and identify challenges affecting their competitiveness.

### **Structure:**

#### **1. Destination Research & Field Visits (DRFVs):**

- Three one-day DRFVs will be conducted during the first semester to expose students to nearby tourism destinations in Kashmir.
- Students will visit selected destinations to gather comprehensive information about various aspects, including attractions, accessibility, accommodation options, amenities, activities, local culture, climate, safety measures, and security.
- Each visit will be followed by the submission of a detailed report covering the five As and addressing issues hindering the sustainable development of the destinations.

#### **2. Assessment:**

- The DRFVs component will carry three credits, with a total of 75 marks.
- Evaluation will be divided into two parts:
  - 50 marks for the written report prepared by the student under the supervision of the assigned supervisor. The report submitted will be evaluated by the committee of teachers formed by the Head of the Department.
  - 25 marks for the presentation of the report, where students will communicate their findings and insights.

#### **3. Methods of Evaluation:**

- a. The report will be evaluated on the following criteria:
  - Participation in Planning, Designing & Execution: Students will be assessed based on their involvement in planning and executing the DRFVs, including logistical arrangements and itinerary planning.



- Collection of Information about Destinations: Evaluation will focus on the thoroughness and accuracy of the information collected by students during their visits.
- b. Presentation followed by Viva: The effectiveness of students' presentations in conveying their findings and proposed solutions will be assessed.

### **Presentation and Viva:**

- Students will prepare their presentations to showcase their understanding and analysis of the visited destinations.

### **(B) One-Week Destination Research & Field Visit (MTTM24209DCE) – II (DRFV)**

**Objective:** 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.

### **Structure:**

#### **1. Destination Research & Field Visit (DRFV):**

- The one-week DRFV will be conducted during the second semester, allowing students to immerse themselves in selected destinations in Kashmir.
- Students will undertake an independent tour of places of interest based on nature and cultural attractions in Kashmir.
- The duration of one week provides students with ample time for in-depth study and analysis of the functioning of tourism destinations.

#### **2. Assessment:**

- The DRFV component will carry three credits, with a total of 75 marks.
- Evaluation will be divided into two parts:
  - 50 marks for the written report prepared by the student under the supervision of the assigned supervisor. The report submitted will be evaluated by the committee of teachers formed by the Head of the Department.
  - 25 marks for the presentation of the report, where students will communicate their findings and insights.



3. **Methods of Evaluation:** Participation in Planning, Designing & Executing: Students will be assessed based on their involvement in planning, designing, and executing the DRFV, including itinerary preparation and logistical arrangements.

- Collection of Information about Destinations: Evaluation will focus on the thoroughness and accuracy of the information collected by students during their visit.
- Presentation: The effectiveness of students' presentations in conveying their findings and proposed solutions will be assessed.

#### **Logistical Arrangements:**

- Students will be responsible for arranging their train/bus tickets and accommodation.
- Faculty advisors may provide suggestions for itinerary planning and destination selection.
- The university will reimburse the cost of train/bus tickets and accommodation as per established norms.

#### **Presentation and Viva:**

- Students will prepare their presentations to showcase their understanding and analysis of the visited destinations.

#### **C) Two-Week Destination Research & Field Visit (MTTM24309DCE) – III (DRFV)**

**Objective:** The primary objective of the Two-Week DRFV-III is to allow students to study tourism destinations from various perspectives, including tourist satisfaction, destination loyalty, profitability, and feasibility of tourism business establishments. This program 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.

#### **Structure:**

##### **1. Destination Research & Field Visit (DRFV):**

- The two-week DRFV will be conducted during the semester, allowing students ample time to immerse themselves in various tourism destinations in Kashmir/around Kashmir.
- Students will engage in activities such as designing itineraries, making reservations, booking accommodations, arranging sightseeing, and interacting with tourists, community members, service providers, and government tourism officials.



- The visit aims to provide students with practical experience in tourism business operations and an understanding of the factors influencing tourist satisfaction and destination loyalty.

## **2. Assessment:**

- The DRFV component will carry three credits, with a total of 75 marks.
- Evaluation will be divided into two parts:
  - 50 marks for the written report prepared by the student under the supervision of the assigned supervisor. The report submitted will be evaluated by the committee of teachers formed by the Head of the Department.
  - 25 marks for the presentation of the report, where students will communicate their findings and insights.

## **3. Methods of Evaluation:**

- Participation in Planning, Designing & Executing: Students will be assessed based on their involvement in planning, designing, and executing the DRFV, including itinerary preparation, reservations, and arrangements.
- Collection of Information about Destinations: Evaluation will focus on the thoroughness and accuracy of the information collected by students during their interactions and observations at the destinations.
- Presentation: The effectiveness of students' presentations in conveying their findings and insights will be assessed.

## **Logistical Arrangements:**

- Students will be responsible for arranging their train/bus tickets and accommodation.
- Faculty advisors may provide suggestions for itinerary planning and destination selection.
- The university will reimburse the cost of train/bus tickets and accommodation as per established norms.



### **Presentation and Viva:**

- Students will prepare their presentations to showcase their understanding and analysis of the visited destinations.

### **Guidelines for Conducting of DRFVs**

#### **1. Preparation of Itinerary:**

- Each DRFV team shall prepare a detailed itinerary outlining the destinations to be visited, activities planned, accommodations, transportation arrangements, and estimated costs.
- The itinerary will be presented by each team in the classroom for discussion and feedback from faculty members.

#### **2. Approval of Itinerary:**

- Faculty members will review and approve the proposed itinerary, considering its merits, feasibility, and adherence to guidelines and standard operating procedures.

#### **3. Destination Familiarization Activities:**

- DRFV activities shall strictly adhere to the approved itinerary and guidelines provided.
- Students will engage in activities such as visiting tourist attractions, interacting with locals, assessing accommodation options, and exploring transportation networks.

#### **4. Cost Coverage:**

- The cost of destination familiarization will be partly covered by the field tour fund.
- Fares for normal concessional sleeper class train tickets and ordinary bus tickets, as well as DA costs within university norms, will be eligible for reimbursement.
- In cases where concessional train tickets are unavailable or due to itinerary constraints, the cost of full sleeper class train tickets may be reimbursed.
- Actual expenditures incurred during destination familiarization will be approved for reimbursement or settlement from the allocated budget.

By following these guidelines, the DRFVs can be conducted effectively, ensuring thorough destination familiarization while managing costs and adhering to university policies and procedures.





## Guidelines of DRFVs

### 1. Preparation of Destination Familiarization Itinerary:

- Each group of students will prepare a comprehensive itinerary detailing the destinations to be visited, activities planned, transportation arrangements, and accommodation options.

### 2. Group Presentation of Itinerary:

- Groups will present their destination familiarization itinerary to the faculty for review and feedback.

### 3. Approval of Itinerary:

- The faculty will review and approve the proposed itinerary, ensuring alignment with the objectives of the DRFVs and adherence to guidelines.

### 4. Submission of Destination Familiarization Budget:

- Each group will submit a budget detailing the anticipated expenses for the destination familiarization activities.
- The budget will be reviewed and approved by the faculty to ensure adequate funding for the planned activities.

### 5. Booking of Tickets and Hotel Rooms:

- Students will be responsible for booking train/bus tickets and reserving hotel rooms.
- If advance amounts from the university are not received, students will cover the costs of booking tickets and hotel rooms on their own.

### 6. Destination Familiarization Orientation Sessions:

- Faculty will conduct orientation sessions to guide the do's and don'ts during the familiarization of destinations.
- These sessions will ensure that students are well-prepared and aware of their responsibilities during the DRFVs.

### 7. Daily Updates to Faculty Advisors:

- Students will provide daily updates on their experiences and progress to their respective faculty advisors.
- This regular communication will enable faculty members to monitor the student's activities and offer support as needed.



## 8. Photographs:

- Students will capture individual/group photographs and photographs with tourists, community members, service providers, and tourism offices at the visited destinations.
- These photographs will serve as visual documentation of the DRFV experiences.

d) **Internship and Project Report (6 Credits):** The students of MTTM shall undertake an internship at reputed tourism and travel organizations for 8 weeks during 4<sup>th</sup> Semester under the guidance of a faculty advisor. The students shall strive to get acquainted with complete functional exposures during the internship period and learn the nitty-gritty of the travel, aviation or hospitality sector/NGO/DMO/DoT.

At the end of the training period, the students shall make presentations based on the training reports which shall be submitted after the approval of the Faculty Advisor within three weeks from the date of completion of training. The Internship and Training Project (**MTTM24404CR**) shall be evaluated by the company supervisor and by an external examiner followed by project viva-voce conducted by the panel of experts. The evaluation of the Internship and Training Project shall consist of three parts. Firstly, the evaluation shall be done by the company supervisor where the student is placed and shall have a weightage of 02 marks. Secondly, the evaluation shall also be done by the external evaluator approved by the Hon'ble Vice-Chancellor from the panel of external examiners to be submitted by the Head, Department of Tourism Hospitality & Leisure Studies, University of Kashmir and shall have a weightage of 02 credits. Lastly, the evaluation shall be made by the following panel of experts through Viva-Voce of the students and shall have a weightage of 02 credits:

- 1) Head, Department of Tourism Hospitality & Leisure Studies as Chairman;
- 2) One External Examiner from the panel submitted by the Head of the Department and approved by the Hon'ble Vice Chancellor;
- 3) Two teachers of the department are to be nominated by the Head of the Department based on their seniority.

e) **Dissertation (4 Credits) :** 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. Here are the key components and guidelines for conducting the Dissertation:



**1. Objective:**

- The Dissertation serves as a major individual research project in the fourth semester.
- It aims to test students' abilities to understand and apply theories, concepts, and analytical tools to real-world problems in tourism management.

**2. Credits and Structure:**

- The Dissertation carries 4 Credits.
- Students are expected to present the intricacies and implications of their research during a viva-voce examination conducted at the end of the semester.

**3. Nature of the Project:**

- The Dissertation should be a critical exposition, utilizing reasoning power and knowledge of relevant literature in the field of tourism.
- Emphasis is on applied research, investigating practical problems or issues related to tourism destinations, products, and activities.

**4. Research Process:**

- Students commence the study immediately after the completion of the third semester.
- They are required to define the area of investigation, design the research, gather relevant data, analyze the data, draw conclusions, and make recommendations.
- Regular contact with supervisors is maintained, and drafts of work are provided for continuous verification and guidance.

**5. Evaluation:**

- The Dissertation and Viva-Voce Examination will be evaluated by both an external examiner and an internal examiner (faculty guide).
- External examiners are approved by the Vice Chancellor from a panel submitted by the Head of the Department.
- The Dissertation thesis is valued for a weightage of 60 marks, followed by the Viva-Voce Examination for 40 marks, totalling 100 marks.
- Plagiarism Policy as per the University Norms

**Panel for Evaluation**

- 1) Head, Department of Tourism Hospitality & Leisure Studies as Chairman;
- 2) One External Examiner from the panel submitted by the Head of the Department



and approved by the Hon'ble Vice Chancellor;

- 3) Two teachers of the department are to be nominated by the Head of the Department based on their seniority.

The Dissertation component is crucial in allowing students to apply theoretical knowledge to practical situations, enhancing their research and analytical skills, and preparing them for challenges in the field of tourism management.

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