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# Postgraduate programme

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Master in Tourism and Travel  
Management (MTTM)  
2018-20

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Department of Tourism,  
Hotel, Hospitality and  
Heritage Studies

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**Jamia Millia Islamia, New Delhi**

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This document outlines the details of the Master in Tourism and Travel Management Programme offered by Department of Tourism, Hotel, Hospitality and Heritage Studies of Jamia Millia Islamia. This document is an effort to outline the process for the convenience of aspirants. However, in case of a doubt/dispute the relevant Ordinances and Regulations of the University shall prevail.

## **Master of Tourism and Travel Management**

### **Department of Tourism, Hotel, Hospitality and Heritage Studies**

#### **Jamia Millia Islamia**

Tourism is increasingly becoming important to the national and regional economy with a projected 10% contribution to the GDP by 2030. It is also expected to contribute almost 10% to the total employment by this time. Tourism is a priority with most provincial governments because of its ability to create jobs locally and therefore effect an equitable distribution of wealth so generated. An important challenge before the country is to create employable youth who can closely meet the expectations of the industry, the employer. It is therefore envisaged that the MTTM programme of the university shall focus on Activity Based Learning (ABL). The programme shall therefore have a large component of practical exposure so as to narrow the gap between what is expected by the industry and what is taught on the programme. The programme will create opportunities for the learners to work as closely as possible with the industry and be able to get back to the class (learning spaces) to reflect on their learning experiences.

Programme acknowledges the fact that the postgraduates shall be working as executives in the tourism and allied sectors who should be ready to shoulder supervisory responsibilities within a span of three to four years. Alternatively, they may also decide to raise their own ventures. Entrepreneurship will be a cherished value of the programme.

It is also acknowledged that graduates from different streams of learning will join this programme with little or no prior knowledge of tourism. The programme will therefore include the following:

1. Courses on basic understanding of tourism and its operations
2. Courses on that will help manage a tourism company
3. Courses that will serve as a foundation to # 2 above
4. Courses to impart personal and professional skills those are considered important for this sector
5. Business leadership skills

Some considerations in designing the programme include the following:

- A. The DTHHHS proposes to have a professional post graduate programme on lines of CBCS.
- B. The MTTM programme at JMI is proposed for 108 credits.
- C. It is also understood that some companies in the tourism sector handle Indian customers traveling abroad where the companies help them with frontier formalities and the executive of such companies must be able to sell international destination and itineraries. This is external tourism (or out bound tourism). On the other hand, there are companies that facilitate travel of international visitors to India (Inbound tourism). Such companies must be expert in local destinations and travel. Similarly, some other companies deal with domestic travellers. The last two categories can be clubbed as Internal Tourism. The MTTM programme at JMI will focus on these two segments and accordingly allow students to choose from among these two specialisations.
- D. The first semester is devoted to building a conceptual base. There are foundation courses in both tourism (101, 103, and 105) and Business Management (102, 106) there will one CBCE course (101). One of the important skills required for this sector are the interpersonal skills. The semester has one courses dedicated to this (107). The second semester will focus on the three functional areas of business management (201, 202 and 203). There will one CBCE course (201).

Towards the end of first academic year of study the students would be evaluated for their overall understanding of tourism as they ready themselves to go for 6 to 8-week internship between the II and III semesters of study. Third semester is devoted to integration and consolidation. Based on industry feedback and immediate requirement (employability) three courses are placed in this semester (301, 302, and 303). While there is an advanced course on Foreign Language (309). There will one CBCE course (304) and one AECC (306) The fourth semester will be devoted to on-the-job training and reporting. The students having undergone summer internship will present their reports in the fourth semester. Students will also prepare and present the report of their on-the-job-training. Students are also expected to undertake a study tour during the II or III semester and will submit a detailed report during the IV semester.

Nomenclature	<b>MASTER IN TOURISM AND TRAVEL MANAGEMENT</b>
Department	Department of Tourism, Hotel, Hospitality and Heritage Studies
Faculty	Faculty of Humanities and Languages
Type	Postgraduate programme
Level	Level 8 and 9
Duration	Two-year full time, a four-semester programme
Evaluation	Semester
Credits	108 credits
Intake	30
Background	The objective of the course is to prepare professionals to shoulder managerial responsibilities in tourism and allied sector. Learners would also be empowered to raise their own enterprises.
Eligibility	Graduates with at least 45% marks.
Admission	Based on admission test (60%) and personal interview (20%) and Group discussion (20%)
Requirements	Desirable that the students seeking admission have good communication skills and some degree of comfort with using computers. They should love travelling and interacting with people.

**Programme structure Admission 18-19**

<i>Course</i>		<i>L-T-P</i>	
<b>Semester I</b>		<b>Credits</b>	
MTM 101	<b>Introduction to Tourism and Transportation</b>	<b>4</b>	3-0-1
MTM 102	Management Concepts and Organisation Behaviour	<b>4</b>	3-0-0
MTM 103	Tourism Geography	<b>4</b>	3-0-0
MTM 104	Travel Agency Management and Tour Operations	<b>4</b>	3-0-0
MTM 105	Heritage and Tourism Resources of India	<b>4</b>	3-0-0
MTM 106	Communication Skills Laboratory	<b>4</b>	0-2-1
MTM 107	Seminar	<b>4</b>	0-0-3
<i>Total</i>		<b>28</b>	
<b>Semester II</b>			
MTM 201	Human Resource Management	<b>4</b>	3-0-0
MTM 202	Accounting and Finance for Tourism	<b>4</b>	3-0-0
MTM 203	Tourism Marketing	<b>4</b>	3-0-0
MTM 204	E-Tourism and Digital Marketing	<b>4</b>	3-0-0
MTM 205	Foreign Language (I)	<b>4</b>	3-0-1
MTM 206	Itineraries of India	<b>4</b>	3-0-0
MTM 207	Viva-Voce	<b>4</b>	0-4-1
<i>Total</i>		<b>28</b>	
<b>Semester III</b>			
MTM 301	Meetings, Incentives, Conventions and Exhibitions	<b>4</b>	3-0-0
MTM 302	Tour Leadership and Management	<b>4</b>	3-0-0
MTM 303	Tourism Planning and Strategy	<b>4</b>	3-0-0
MTM 304	<b>Entrepreneurship and Small Business Management</b>	<b>4</b>	1-2-2
MTM 305	Destinations of the World	<b>4</b>	0-4-1
MTM 306	Airfare ticketing and documentation	<b>4</b>	3-0-0
MTM 307	Foreign Language (II)	<b>4</b>	3-0-0
<i>Total</i>		<b>28</b>	
<b>Semester IV</b>			
MTM 401	Summer Internship and Report (Presentation) (4+2)	<b>6</b>	0-25-1
MTM 402	On the Job Training and Report (Presentation) (8 + 2)	<b>10</b>	0-25-2
MTM 403	Study Tour (Adventure Tour) and Report on (Presentation)	<b>4</b>	0-25-1
MTM 404	Comprehensive Viva Voce	<b>4</b>	

Total 24

**Grand Total 108**

Notes:

1. 6 to 8-week internship/ training under supervision is equivalent to 4 credits while preparation of the report is 2 credits. The two-month summer internship is equivalent to 6 credits.
2. 1 Credit of Theory is equal to 1 hour per week; 1 Credit of Tutorial is equal to 1 hour/ week; and, 1 Credit of Practical is equal to 2 hour/ week.
3. Courses 106,107, 203,206,207,305,401,402,403, 404 are practical courses and there shall not be an external written exam. External exams for 75% grades in these courses will be based on viva, presentations, reports, business plan, etc. to be evaluated by an external examiner. For all other courses there will be a written semester end examination.
4. Students will move to industry for On-the-job training after the III Semester. There will be 6-8 weeks of Internship after the II Semester. And there will be a study tour during II or III semester and students would submit a report during the IV semester.
5. Courses 101, 201 and 304 are being offered as CBCS courses of 4 credits each.

