Brochure Making Competition

Department of Tourism and Hospitality Management

Faculty of Management Studies

Jamia Millia Islamia, New Delhi

A Brochure Making Competition was organized by the Department of Tourism and Hospitality Management, Jamia Millia Islamia, on 17 September 2026 as part of the ongoing celebrations of World Tourism Day 2026. The competition was based on the theme *"Why Tourism and Hospitality? Career Opportunities in Our Department and What Makes Our Department Unique."* The activity provided students with an opportunity to present information about tourism and hospitality education, career opportunities, and the distinctive features of the Department through creative brochure design.



The submitted brochures were evaluated on the basis of creativity, relevance to the theme, content, originality, visual presentation, and overall effectiveness. The evaluation considered both the quality of the information presented and the manner in which the theme was communicated through the brochures. Following the evaluation, Hamza Ali (BTTM, First Year) secured the First Position, Muhammed Saif (MTTM, First Year) secured the Second Position, while Khushi Khan (BHM, First Year) and Muhammad Altamash (BHM, First Year) secured the Third Position in a joint manner.



The winning entries were appreciated for their creativity, originality, effective presentation, and understanding of the prescribed theme. The brochures effectively reflected the significance of tourism and hospitality, career opportunities within the field, and the distinctive features of the Department of Tourism and Hospitality Management. The competition provided students with a practical platform to communicate academic and career-related information through a combination of written content and visual presentation, thereby contributing to their creative and communication skills.



End of report