Cuisine, Costume and Tourism Products Presentation

Department of Tourism and Hospitality Management

Faculty of Management Studies

Jamia Millia Islamia, New Delhi

Demonstrating a strong commitment to promoting, celebrating, and supporting the rich reservoir of **Indian Knowledge Systems (IKS)**, Jamia Millia Islamia organized a month-long series of events for World Tourism Day 2026. The conclusion of these month-long celebrations culminated in the **Regional Cuisine and Tourism Competition.**, organized by the Department of Tourism and Hospitality Management (DTHM). The event served as a major platform to integrate traditional Indian cultural heritage, regional diversity, and indigenous craftsmanship with modern hospitality and tourism education, showcasing how Indian Knowledge Systems can be practically applied in destination branding and culinary arts.







The day commenced with a dignified felicitation ceremony to receive the esteemed university leadership. The occasion was graced by the Chief Guests **Prof. Mazhar Asif**, Vice-Chancellor, Jamia Millia Islamia and **Prof. Md. Mahtab Alam Rizvi**, Registrar, Jamia Millia Islamia.The dignitaries were warmly received by **Prof. Sarah Hussain** (Head of Department, DTHM), **Dr. Pankaj Gupta** (Dean, Faculty of Management Studies), and **Dr. Nusrat Yasmeen** (Student Advisor), alongside faculty members and research scholars of the department. As a gesture of respect and traditional hospitality, the Chief Guests were honored with traditional mementos, marking the formal commencement of the proceedings.

Following the reception, the Vice-Chancellor and the Registrar conducted an extensive walkthrough of the interactive exhibition stalls designed and managed by DTHM students. Each stall was conceptually modeled to represent a distinct geographical and cultural region of India, offering a comprehensive sensory experience of the country's diverse tourist destinations. Prof. Mazhar Asif and Prof. Md. Mahtab Alam Rizvi personally interacted with the student teams, inquiring deeply about the historical context, local ingredients, traditional cooking methods, and tourism potential represented by each display. The university leadership expressed immense appreciation for the high standards of presentation, taste, and cultural fidelity demonstrated by the participants.









The Vice-Chancellor and Registrar commended the students for their passion, hard work, and creative vision. They emphasized that the exhibition successfully bridged theoretical classroom instruction with practical hospitality execution while effectively championing the philosophy of **Indian Knowledge Systems**. The leadership noted that such immersive learning exercises are vital for training future tourism professionals to preserve and promote India's rich cultural, historical, and culinary legacy on global platforms.Towards the conclusion of the event, **Prof. Sarah Hussain**, Head of Department, presented mementos to the esteemed panel of judges in recognition of their expert evaluation and time.



In her closing address, Prof. Sarah Hussain warmly commended the student fraternity for their exemplary discipline, enthusiasm, and seamless execution throughout the entire sequence of events. She extended her heartfelt gratitude to the faculty members and research scholars for their tireless dedication, leadership, and coordinated efforts, which ensured the overwhelming success and smooth operation of the month-long World Tourism Day celebrations.



