

2024

**Department of Tourism and
Hospitality Management**

Faculty of Management Studies
Jamia Millia Islamia
New Delhi

[PROGRAMMES OF STUDY (TOURISM)]

"This document outlines the comprehensive framework of 5-cycle tourism programs offered by the Department of Tourism and Hospitality Management, Jamia Millia Islamia, in compliance with the National Education Policy. These programs are slated for implementation starting the academic session of 2024-25."

Programmes of Study (Tourism)
Department of Tourism and Hospitality Management
Faculty of Management Studies
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The Department of Tourism and Hospitality Management (DTHM) at Jamia Millia Islamia (JMI) is committed to principles enshrined in the National Educational Policy (NEP) 2020. Accordingly, the programmes of the two verticals of the department- tourism and hospitality are restructured for the academic sessions 2024-25 and beyond.

TOURISM AND HOSPITALITY EDUCATION

Tourism shapes economies, cultures, and global interactions in today's interconnected world. It is a vital driver of economic growth, generating revenue, creating job opportunities, and fostering sustainable development. Furthermore, tourism promotes cross-cultural understanding and exchange, contributing to social cohesion and peace-building efforts.

Because of its significant impact, tourism must be integrated into university and college curricula. Education in tourism equips students with the knowledge, skills, and competencies needed to thrive in this dynamic industry. It provides insights into destination management, hospitality, marketing, sustainability practices, and cultural sensitivity, preparing individuals for diverse career paths within the sector. Moreover, teaching tourism in academic institutions enhances students' employability and fosters critical thinking, problem-solving, and innovation. It encourages students to explore the complexities and opportunities of global tourism, empowering them to become responsible and ethical practitioners.

As we navigate an increasingly interconnected and travel-dependent world, tourism and hospitality education in Jamia Millia Islamia is beneficial and essential for preparing future leaders who can navigate and contribute to the sustainable development of this vital industry and the world at large.

DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT

The Department of Tourism and Hospitality Management (DTHM) began in 2012 as the Department of Tourism, Hotel, Hospitality, and Heritage Studies (DTHHS), later renamed DTHM in 2018. Initially part of the Faculty of Humanities and Languages at Jamia Millia Islamia, it offered various certificate and diploma courses. A significant turning point occurred in 2017 with the introduction of MTM, BTM, and BHM programs, followed by the launch of a PhD program and a vocational B Voc (Food Production) program in 2018.

Since the introduction of the National Education Policy 2020, the department has been considering aligning its offerings with policy directives. This effort was boosted when a new faculty of management studies was established in 2022, bringing DTHM under its purview. The department aims to align its programs with NEP 2020, offering smooth 5-cycle learning pathways that allow students to exit at any stage. Our programmes, recognising the growing importance of tourism and hospitality in socio-economic development, focus on real-world applications and strive to meet industry and societal expectations through experiential learning.

The department boasts a diverse team of faculty members and research scholars supported by non-teaching staff. Currently located in the Mohibul Hassan Block of the University, we are committed to providing quality education and contributing to advancing our field.

VALUES

To enhance the employability of our students, the department prioritises the following values:

1. **Job readiness:** We aim to prepare learners to meet recruiters' expectations, which often mirror the skills needed for entrepreneurial endeavours. Understanding real-world challenges is crucial, so the department facilitates regular industry interactions to familiarise students with industry dynamics.
2. **Professionalism:** The industry demands a professional demeanour from employees, a trait we instil in our students. This includes grooming standards, adherence to dress codes, and punctuality, which are essential for maintaining work efficiency and orderliness.
3. **Responsibility:** The industry seeks individuals who exhibit responsibility and can navigate unforeseen challenges. Encouraging students to take ownership of their actions and consequences is integral to our approach, fostering a sense of accountability and adaptability.

The department will structure its activities to imbue these values in our students.

APPROACH

The department operates under these guiding principles:

1. **Flexibility:** Students can choose their courses, enabling flexible learning paths. They can also control the pace of their learning through a multiple entry-multiple exit (MEME) system. Additionally, credits earned can be transferred to the Academic Bank of Credits (ABC), promoting portability. Students can also earn credits through Massive Open Online Courses (MOOCs) as part of their academic requirements.
2. **Skilling:** We aim to provide learners with practical skills necessary for employment. Each learning cycle is tailored to prepare students for particular job roles, with teaching methods emphasising activity-based learning (ABL) to improve dexterity. Our course offerings encompass Skill Enhancement Courses (SECs), Ability Enhancement Courses (AECs), and Experiential Learning (EL) credits to achieve this skilling objective,
3. **Holistic Learning:** Besides acquiring skills, the department aims to cultivate well-rounded individuals who are socially responsible citizens. This entails comprehensive personal development and awareness of contemporary social, environmental, and economic issues. The portfolio of our courses includes value-added courses (VACs) and multidisciplinary courses (MDs) to accomplish this goal.

OPERATING PRINCIPLES

1. Each semester is 20 credits, and each cycle is 40 credits.
2. Every student must complete Discipline-Specific Core (DSCs), Discipline-Specific Minor (DSMs), Multidisciplinary (MDs) courses, Skill Enhancement Courses (SECs), Ability Enhancement Courses (AECs), Value-Added Courses (VACs), and Experiential Learning (EL) Credits.
3. The curriculum is structured into 5 cycles, each lasting a year with two semesters. Students have the option to exit the course after each cycle:
 - After Cycle I: Certificate
 - After Cycle II: Diploma
 - After Cycle III: Degree (BTTM/ BHM/ B Voc)
 - After Cycle IV: Honours Degree (BTTM/ BHM)
 - Post Graduate Diploma (for lateral entrants into the Tourism Programme)
4. Students must earn four additional exit credits to receive a certificate or diploma upon lateral exit after cycles 1 and 2.
5. Specific prerequisites must be met for lateral entry at any level.
6. A minimum of 70% of credits from the department is required for a degree in tourism or hospitality management, applicable separately for undergraduate and postgraduate levels.
7. University-awarded degrees, diplomas, or certificates are contingent upon acquiring specified minimum credits from JMI.
8. Courses range from 1 to 6 credits, with syllabi divided into corresponding units. For example, a four-credit course comprises four units.
9. Each credit equals 12-15 hours of teaching per semester; it could be 24-30 hours of lab work or 36-45 hours of field work.
10. Online Credits are restricted to 20%. A Nodal Officer will coordinate and mentor students for online courses for each semester.
11. If an ordinance or regulation is passed, university regulations precede the above rules.

OPERATIONAL CONCEPT (PATHWAYS)

Our tourism programmes offer two pathways to accommodate different student needs and backgrounds.

The first pathway caters to students who wish to pursue tourism studies immediately after completing their schooling at the XIIth grade level. These students can enrol in the Bachelor of Tourism and Travel Management (BTTM) programme, which spans three cycles. At the end of each cycle, they can exit with different qualifications. After the first cycle, they can obtain a Certificate in Tourism and Travel Management (CTTM). After completing two cycles, they can earn a Diploma in Tourism and Travel Management (DTTM). Continuing to the fourth cycle allows them to achieve a BTTM (Hons). Furthermore, for those interested in further specialisation, there's an option to proceed to a fifth cycle, culminating in a Master's in Tourism and Travel Management (MTTM).

On the other hand, the second pathway accommodates students from various academic backgrounds who have already completed a three-year undergraduate degree. These students can directly enter the fourth cycle of our programme, which focuses on intensive coursework in tourism. Upon completing this cycle, they can exit with a Post Graduate Diploma in Tourism and Travel (PGDTTM). Alternatively, they can continue to the fifth cycle to pursue the Master in Tourism and Travel Management (MTTM) degree. This pathway is designed to complement their prior education and enhance their expertise in tourism management.

COURSE DEFINITIONS (TOURISM AND TRAVEL)

The different types of courses offered in tourism programmes are:

Discipline Specific Core/ Major (DSC)

These are core courses directly linked to tourism, totalling 16 courses of 4 credits each. Additionally, 30 credits are dedicated to hands-on practice and experience, categorised as Experiential Learning (EL), reflecting the vocational nature of the program.

Discipline Specific Minor/ Minor (DSM)

A Business Management minor comprising ten 4-credit courses constitutes 20% of credits at the undergraduate level (24/120 credits) or 32/160 at the integrated postgraduate level (PG). These courses complement the tourism curriculum and enhance students' understanding of essential business principles.

Multidisciplinary Courses (MDs)

All undergraduate students must undertake three introductory-level courses from diverse disciplines, focusing on broadening their knowledge base. These courses, each carrying three credits, offer interdisciplinary perspectives relevant to the tourism sector.

Skill Enhancement Courses (SECs)

Practical courses aimed at imparting hands-on training and soft skills to boost employability. Spread across the first three years of study, these courses, totalling nine credits, enhance students' readiness for various roles within the tourism industry.

Ability Enhancement Courses (AECs)

These courses, totalling eight credits, enhance students' personal abilities and linguistic skills, including critical reading and writing. Such skills are transferable and contribute to students' overall competency in communication and problem-solving.

Value-added Courses (VACs)

Designed to broaden students' horizons and provide additional value, four courses of 2 credits each are offered. These courses offer specialised knowledge and complement the core curriculum.

Experiential Learning (EL)

EL credits, highlighting activity-based learning, offer students real-world exposure and hands-on experience. Integral to the core curriculum, they play a crucial role in providing a comprehensive education in tourism and travel. These credits form part of the Discipline Specific Core (DSC) credits, enriching students' understanding of the industry through practical application.

Online Courses (OLs)

A student may accrue up to 20% of credits from online courses offered under the ambit of the SWAYAM portal. The SWAYAM Nodal Officer of the department will identify and recommend courses available each semester. OL course may be DSC/ DSM/MD/ AEC/SEC/VAC

Course Pool (Tourism and Travel Management)

Discipline-specific Major (4 credits Each)

DSC 01	Introduction to Tourism and Travel
DSC 02	Cultural Resources of India
DSC 03	Transport Management
DSC 04	Tourism Geography
DSC 05	Travel Agency Management and Tour Operations
DSC 06	Natural Resources of India/ Tourism Products
DSC 07	Office Management (TATO)
DSC 08	Legal Framework for Tourism
DSC 09	Introduction to the Hospitality Industry
DSC 10	Tourist Behavior and CRM
DSC 11	Special Interest Tourism
DSC 12	Destinations of the World
DSC 13	Community-Based Tourism
DSC 14	Heritage Management
DSC 15	Research Methodology
DSC 16	Tourism and Hospitality Marketing

DSC 17	<i>Introduction to Tourism and Travel</i>
DSC 18	<i>Tourism Resources and Products of India</i>
DSC 19	<i>Travel Agency Management and Tour Operations</i>
DSC 20	<i>Tourism and Hospitality Marketing</i>
DSC 21	<i>Tourism Geography</i>
DSC 22	<i>Destinations of the World</i>

DSC 23	Tourism Planning and Policy
DSC 24	MICE/ Event Planning and Management
DSC 25	Digital Marketing
DSC 26	Destination Management
DSC 27	Sustainable and Responsible Tourism
DSC 97	Summer internship and report
DSC 98	Term Paper
DSC 99	Comprehensive Viva Voce

Skill Enhancement Courses (3 credits each)

SEC 01	Interpretation and Tour Guiding
SEC 02	Itinerary Engineering (and costing)
SEC 03	Fare construction and Airfare ticketing
SEC 04	Travel Vlogging
SEC 05	AI and Machine Learning

Experiential Learning

EL 01	Local field trip and report (1)
EL 02	Volunteering in Events (1)
EL 03	Homestay/ Hostel after Semester II (1)
EL 04	An adventure/ rural outdoor experience (1)
EL 05	Summer Internship II after Sem IV (1)
EL 06	Yuva Club Volunteering (1)
EL 98	Dissertation in VII Sem (12 Credits)
EL 99	OJT in VIII Sem (12 Credits)

Discipline-specific Minors (4 credits each)

DSM 01	Management Concepts and OB
DSM 02	Managerial Economics
DSM 03	Accounting for Management
DSM 04	Business Analytics (Stats)
DSM 05	Marketing
DSM 06	HRM
DSM 07	Service Operations Management
DSM 08	Quality Management
DSM 09	Management Concepts and OB
DSM 10	Managerial Economics
DSM 11	Accounting for Management
DSM 12	HRM
DSM 13	Financial Management
DSM 14	Artificial Intelligence for Tourism
DSM 15	Strategic Management
DSM 16	Entrepreneurship and Business Planning
DSM 17	Sales and Negotiation

Multidisciplinary courses (3 Credits each)

MD 01	History of India
MD 02	Geography of India
MD 03	Travel Media and Journalism
MD 04	Forex Management

Ability Enhancement Courses (2 credits each)

AEC 01	English and Business Communication
AEC 02	Language Level I (Other than English/ Hindi)
AEC 03	Personality Development and Grooming
AEC 04	Foreign Language Level II
AEC 05	Microsoft Excel and PowerPoint
AEC 06 A	Music/ Dancing / Dramatics/ Debating
AEC 06 B	Arts/ Fine Arts
AEC 06 C	Sports (University team (2 out of 3 years)

Value Added Courses (2 credits each)

VAC 01	Environment and Sustainable Living
VAC 02	Diversity, Equity and Peace
VAC 03	Climate Change and SDGs
VAC 04	Health and Wellness (Including Yoga)
VAC 05	Islamiyat
VAC 06	Indian Religions and Culture
VAC 07	NSS/ NCC

Exit Courses (4 Credits each)

IITFC (1)	
IITFC (2)	
Internship with Homestays	
Internship as tour leaders	
Internship as walk leaders	
Internship with travel technology solutions	

PROGRAMME AT A GLANCE

Type of Course	Total Credits	%	Courses details	Notes
UG				
Discipline Specific Course (DSC) Major	64	40	16 courses of 4 credits each	16 additional credits (equivalent to 4 -4-credit courses) will be drawn from EL
Discipline Specific Minor (DSM)	32	20	8 courses of 4 credits each	
Multidisciplinary (MD)	09	5.6	3 courses of 3 credits each	
Ability Enhancement Courses (AEC)	08	5.0	4 courses of 2 credits each	
Skill Enhancement Courses (SEC)	09	5.6	3 courses of 3 credits each	
Value Added Courses (VAC)	08	5.0	4 courses of 2 credits each	
Experiential Learning (EL)	30	18.8	Variable credits	Experiential learning, including internships and projects
Total	160			

Year	Semester I										Semester II						Exit
	DSC (4)	DSM (4)	MD (3)	AEC (2)	SEC (3)	VAC (2)	EL	Tot	DSC (4)	DSM (4)	MD (3)	AEC (2)	SEC (3)	VAC (2)	EL	Tot	
1	DSC 1, DSC 2	DSM 1	-	-	SEC1	VAC1, VAC 2	EL 01 (1)	20	DSC 3, DSC 4	DSM 2	-	AEC1, AEC 2	SEC 2	-	EL 02 (1)	20	EC1
2	DSC 5, DSC 6	DSM 3	MD 1	-	-	VAC 3 VAC 4	EL 03 (1)	20	DSC 7, DSC 8	DSM 4	MD 2	AEC 3, AEC 4	-	-	EL 04 (1)	20	EC2
3	DSC 9, DSC 10, DSC 11	DSM 5	MD 3	-	-	-	EL 05 (1)	20	DSC 12, DSC 13, DSC 14	DSM 6	-	-	SEC 3	-	EL 06 (1)	20	EC3
4	DSC 15	DSM 7				-	EL 08 (12)	20	DSC 16 Viva	DSM 8		-		-	EL 99 (12) OJT	20	
Total	32	16	09		03	08	15	80	32	16		08	06		15	80	
4	DSC 17 DSC 18 DSC 19	DSM 9 DSM 10						20	DSC 20 DSC 21 DSC 22	DSM 11 DSM 12						20	
5	DSC 23 DSC 24 DSC 25	DSM 13 DSM 14						20	DSC 26 DSC 27 DSC* 98/99	DSM 15 DSM 16						20	
Total	24	16						40	24	16						40	

Notes:

1. After completing Cycle 1 (Semesters I and II), students can opt to exit and receive a **Certificate in Tourism and Travel Management** by earning extra 4 **Exit Credits** (ECs).
2. Upon completing Cycle 2 (Semester IV), a student may choose to exit and obtain a **Diploma in Tourism and Travel Management**, requiring 4 additional **Exit Credits** (ECs) for the Exit course.
3. For those in Cycle 3, graduation with a BTTM degree is possible after Semester VI.
4. Alternatively, students may opt to pursue a BTTM (Hons) degree. The final two semesters focus on research (EL 97 Dissertation in Semester VII) and training (EL 98 On the Job Training during Semester VIII).
5. Students who have not previously taken tourism courses but wish to delve into the field may enrol in PGDTTM during Semesters VII and VIII, equivalent to Cycle 4.
6. Students from both BTTM (Hons) and PGDTTM pathways converge for MTTM during Cycle 5 (Semesters IX and X).

CYCLE 1 (SEMESTERS I AND II)

<i>Cycle</i>	1
<i>Semesters</i>	I and II
<i>Nomenclature</i>	CERTIFICATE IN TOURISM AND TRAVEL MANAGEMENT
<i>NHEQF Level</i>	4.5
<i>Job Role</i>	Learners can exit with skills in tour guiding and interpretation. They can serve the industry as tourist facilitators, escorts, and walk leaders.
<i>Total Credits</i>	40 + 4 Exit credits
<i>Academic goal</i>	The courses aim to provide students with an introductory understanding of tourism. Allied discussion includes- cultural heritage and principles of management. We will also introduce them to the critical issue of environmental Sustainability.
<i>Professional goal</i>	The courses prepare students for entry-level jobs in various tourism and hospitality organisations by equipping them with practical skills and industry knowledge. During this cycle, we focus on tour guiding and interpretation to make them sufficiently skilled for paid jobs. They may venture independently or pick up part-time assignments to feel the industry, interact with consumers and financially support themselves.
<i>Entry requirements</i>	45 % marks in Class XII in any stream of learning
<i>Admission</i>	Based on the admission test with 80% weightage to test score and 20% to interview
<i>Intake</i>	40 seats + as per university policies for other categories
<i>Exit Requirement</i>	A 4-credit exit course
<i>Fees</i>	Rs. 30, 410/- (annual)
<i>Fees for activities</i>	Rs. 1500/- to be deposited for the day trip to the department office
<i>Others</i>	Students must adhere to professional uniforms as mandated by the department

FIRST CYCLE: CERTIFICATE IN TOURISM AND TRAVEL MANAGEMENT (CTTM)

BTTM: Semester I				
Code	Type	Nomenclature	Credits	Comments
TTM 101	DSC 1	Introduction to Tourism and Travel	4	
TTM 102	DSC 2	Cultural Resources of India	4	
TTM 103	DSM 1	Management Concepts and Organisation Behaviour	4	
TTM 104	SEC 1	Interpretation and Tour Guiding	3	May align with TTM 107
TTM 105	VAC 1	Online course	2	Environment and sustainability
TTM 106	VAC 2	Online course	2	Diversity, equity and peace
TTM 107	EL 01	Local Field Trip	1	May compliment TTM 104
			20	

FIRST CYCLE: CERTIFICATE IN TOURISM AND TRAVEL MANAGEMENT (CTTM)

BTTM: Semester II				
Code	Type	Nomenclature	Credits	Comments
TTM 201	DSC 3	Transport Management	4	
TTM 202	DSC 4	Tourism Geography	4	
TTM 203	DSM 2	Managerial Economics	4	
TTM 204	AEC 1		2	An online course on English and Business Communication
TTM 205	AEC 2		2	An online course on a language other than English and Hindi.
TTM 206	SEC 2	Itinerary Engineering	3	
TTM 207	EL 2	Volunteering in Events	1	
			20	
TTM 208	Exit Course	Incredible India Tourist Facilitator Course I	4	Certification by Ministry of Tourism, Gol

