

Programme Project Report – PPR

Name of the School: **SCHOOL OF TOURISM HOSPITALITY SERVICE MANAGEMENT (SOTHSM)**

Name of the Programme: **MASTER OF TOURISM & TRAVEL MANAGEMENT (MTTM)**

S. No.	Name of Program:	Master of Tourism & Travel Management
a.	Programmes mission & objectives:	To provide learners with knowledge required for a career in Hospitality Service Tourism Industry at the executive/ managerial level.
b.	Relevance of program with HEI's Mission & Goals:	Appropriately relevant in respect of mission and goals of the University to provide professional knowledge leading to career opportunities in areas such as Hospitality and Tourism industry at higher education level at an affordable cost in collaboration with National Organizations working in the area.
c.	Nature of prospective target group of learners:	<p>The programme will be useful; to those, who:</p> <ul style="list-style-type: none"> • are already employed (directly or indirectly in any branch of tourism industry and state and central government tourism organisations), • intend to take managerial jobs or make a career in the tourism industry (travel agency, hotel, tour operator, etc.), • are providing tourism related services through their own enterprise or planning to become such an entrepreneur, • are associated with tourism awareness programmes and research, and • would like to update their knowledge and skills in the field of tourism.
d.	Appropriateness of program to be conducted in open & distance learning mode to acquire specific skills & competence:	<p>Today Tourism is one of the largest employment-generating service industries in the country. There are limited Institutions offering education in Hospitality and Tourism Management and those that are offering are doing so at high costs. IGNOU being a National University with a vast Student Support Services Network is able to offer the same programme with minimum cost by utilizing its internal resources as well as utilizing the services and infrastructure of the National level organizations in the Tourism and Hospitality Industry. As a result while the qualitative knowledge and experience of IGNOU is used in curriculum development, Multimedia inputs and evaluation, the qualitative services of Tourism and Hospitality Organizations are used in curriculum</p>

		<p>transaction and hands on training making it a quality programme at an affordable cost.</p> <p>The programme is highly appropriate programme for ODL mode as it provides a unique opportunity for pursuing higher education in Tourism and Hospitality service sector to persons living in geographically remote areas of the country and also to those who could not pursue higher education for one reason or the other.</p>
e.	Instructional Design:	<p>The University has adopted a multiple-media approach for imparting instruction to its learners for its various programmes of study. The University follows the Systems approach to instructional design. The programme was designed after undertaking need analysis; identifying and defining the target group; selection of appropriate media; course design and development; pilot testing and launch of the programme; and periodic revision. The self instructional format is used for developing Self Learning Material (SLM) in print and multiple media. Print is the predominant mode of instruction supplemented with audio and video programmes; face to face counselling sessions; interactive radio counselling (IRC) (Gyan Vani); educational TV broadcasts (Gyan Darshan) and web based counselling (Gyan Dhara).</p>
f.	Procedure for admissions, curriculum transaction and evaluation:	<p>Admissions: Admission is mainly done online. To fulfill the mandate of inclusiveness there is a provision for submission of application offline as well.</p> <p>Curriculum Transaction: Curriculum is transacted mainly through printed Self Learning Materials (SLMs), Face to face counselling sessions (theory/ practical), audio and video programmes, interactive radio counselling (IRC) (Gyan Vani), educational TV broadcasts (Gyan Darshan) and web based counselling (Gyan Dhara).</p> <p>Evaluation: The University uses formative/continuous and summative/ term end evaluation for assessing the progress of its learners and evaluation of their performance. Formative/ Continuous evaluation is conducted at two levels i.e. through self check exercises in-built into the SLMs; formative assessment through tutor marked assignments and dissertation/ project work. Summative / term end evaluation is through term end examinations.</p>

g.	Requirement of the laboratory support and library recourses:	<p>Lab support: Nil</p> <p>Library resources: Library facility is available at all Learner Support Centres; Regional Centres and Headquarters of the University.</p>
h.	Cost estimate of the program and the provisions:	<p>Programme development is an ongoing process and the programme is already on offer. However, before development of the programme, cost analysis was done at the level of the School in coordination with Planning and Development Division (there is a dedicated full fledged Planning and Development Division for the policy planning of the University). The University has dedicated budgetary provisions for programme development at the level of School, Material Production and Distribution (there is a dedicated full- fledged Material Production and Distribution Division for material production and distribution) and Electronic Media Production Centre (there is a dedicated full- fledged Electronic Media Production Centre for electronic media production). Digital media production (there is a dedicated full- fledged Inter University Consortium for production of MOOCs and digital media)and delivery of the program through its dedicated Divisions namely Regional Services Division which oversees the operations of all Regional Centres and LSCs; E support Unit, Student Registration Division, Student Evaluation Division and Student Service Centre at the HQs.</p>
i.	Quality assurance mechanism and expected program outcomes:	<p>Quality Assurance mechanism:</p> <p>The University has its policies, procedures and mechanisms for quality and standards including the following methods adopted for quality assurance:</p> <ul style="list-style-type: none"> • Standard norms and procedures for establishment of study centers, • Standard norms for appointment of academic counselors, evaluators; • Taking help of external experts in maintaining quality of evaluation • All Study centre and examination centers are regularly monitored by University. • 2% assignment are being monitored by faculty of school to ensure the quality of continuous evaluation <p>The University has standardized its courseware based on the credit system. To further standardize its courses it has developed its own house style. There is a mechanism in place for</p>

		<p>continuous quality assessment for design, development and delivery of its academic programmes. The quality is assured at different phases by statutory bodies of the University namely: School Board of Studies, Academic Programme Committee, Planning Board and Academic Council. Programme evaluation is the norm before undertaking revision of the programme. The above mechanism has been followed for this programme also.</p> <p>Expected Program Outcomes</p> <p>It is expected that this program will create job opportunities for learners at the executive' managerial levels of tourism enterprises given the requirement of the tourism industry for competent managers. Learners after completion of this program will also have a career option of being an academician and thus will contribute to the enhancement of the knowledge base of Tourism discipline.</p>
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