



SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

UNIVERSITY OF JAMMU

(NAAC Accredited "A+" Grade University)



No: SHTM/JU/24/511

Dated: 14/10/2024

NOTICE

This is for the information of all the students of MBA (TTM) 1st semester that as per the structure of the course titled: Experiential based learning (PSMTPC101), a visit to travel agency is mandatory for all the students in order to understand the functionalities of Travel agency.

You are required to divide yourselves into groups of four students. Each group will be responsible for organizing and conducting their visit to the travel agency. During your visit, you are encouraged to engage with the staff and management of the travel agency, inquire about their operations, and gather essential information about their services, target market, competitive strategies, and industry trends.

Following the visit, each group will be required to prepare a comprehensive presentation and report based on their observations and learnings. The presentation for the same shall be held on 21st October 2024.

Prof Anil Gupta
Director-SHTM

