



TRAVANAMA

ANNUAL NEWSLETTER



Issue 01

Session 2023 - 24

SCHOOL OF HOSPITALITY & TOURISM MANAGEMENT

UNIVERSITY OF JAMMU

What's Inside

- Dean's & Director's Message
- Warm Send-Off
- Goonj - 2024
- Goonj at a Glance
- GITB - 2024
- GITB at a Glance
- Industry Academia Interaction Series
- Experiential Learning Series
- Skill Enhancement Series
- Extension Activities
- Events at SHTM
- Discussions & Talks
- Mentoring & Counselling Program
- Achievements
- Alumni Speak
- Research & Publications
- IT & Internship
- Students' Corner
- Acknowledgement

📷 @shtmju

✉ shtm.jammu@gmail.com

🌐 www.jammuuniversity.ac.in





MBA (HT) BATCH 2022-24



SEATING (L to R)

**Mr. Tapas Tandon | Dr. Rajesh Chib | Dr. Poonam Sharma | Prof. Anil Gupta | Dr. Suvidha Khanna | Dr. Nikita Dogra
Dr. Honeyka Mahajan | Dr. Priyanka Sharma**

STANDING (L to R)

**Aryan Gupta | Mohneesh Chowdhary | Anuj Chadha | Nitish Sharma | Sonia Devi | Rumsha Anjum | Ananta Singh
Charak | Muskan Devi | Aditti Samnotra | Kanishika Kapoor | Kavneet Kour | Ruban Parvez | Sourav Samrat
Vikas Sharma**



Dean's Message

It is a great pleasure to contribute to the first annual newsletter of SHTM, University of Jammu. This milestone reflects our School's growth, achievements, and commitment to academic excellence.

Over the past year, SHTM has continued to foster innovation, critical thinking and professional development. Our students have excelled not only in academics but also in extracurricular activities, internships, and industry collaborations, showcasing the dedication of our faculty and the passion of our students.

As we move forward, we remain focused on nurturing talent, advancing research, and strengthening industry ties to prepare our students to lead in the hospitality and tourism sectors.

Congratulations to the entire SHTM family for their hard work and dedication. Let this newsletter be a testament to our collective efforts and an inspiration for the future.

Prof. Alka Sharma

Dean, Faculty of Business Studies
University of Jammu



Director's Message

I am thrilled to share the first issue of "TRAVANAMA," celebrating the achievements of our faculty, staff, scholars and students. My heartfelt gratitude goes to our Hon'ble Vice Chancellor, Prof. Umesh Rai, whose unwavering support has been instrumental in our department's success.

Our faculty and research scholars exemplify academic excellence through impactful research, enriching our community and enhancing the school's reputation. Our students, filled with enthusiasm and resilience, shine in both academics and industry internships, truly embodying our school's values.

I would also like to thank the dedicated non-teaching staff at SHTM for their constant support, as well as the university staff and administration, whose efforts behind the scenes ensure our smooth operation. Additionally, I extend sincere appreciation to our alumni, industry partners and supporters for their invaluable contributions.

I encourage everyone to explore the articles and features in this newsletter, which highlight the many accomplishments and activities that make the School of Hospitality and Tourism Management a dynamic and thriving community.

Prof. Anil Gupta

Director, SHTM
University of Jammu

WARM SEND-OFF

As we bid farewell to Professor Deepak Raj Gupta, our esteemed founding director, we do so with deep gratitude and admiration for his remarkable contributions to the School of Hospitality and Tourism Management. With 37 years of teaching experience and an impressive academic background—Ph.D. (1991), M. Phil (1986) and M.A. Economics (1983)—Professor Gupta's visionary leadership has been instrumental in shaping the foundation of our institution.

He has participated in prestigious international programs, including the International Visitor Leadership Programme in the U.S. (2006), where he visited top institutions like the Wharton School, Kellogg School of Management, and United States Institute of Peace. His expertise and leadership also led to the founding of the Department of Tourism and Travel Management at Central University of Jammu, among many other achievements.

In addition to his academic contributions, Professor Gupta played key roles in the Board of Hospitality and Tourism Management AICTE, Govt. of India and served on various advisory and task force committees. His work earned him the Management Excellence Award from the Himachal Commerce and Management Association (HPCMA) in 2013.

As we honor his legacy, we recognize the lasting impact of his leadership and dedication in advancing the field of hospitality and tourism management.



GOONJ - 2024



March 19-20, 2024: In Best Practices, under different Departments of the University Category, SHTM won the 2nd Prize in the mega youth festival Goonj-2024 organized by University of Jammu. The event featured the departments' distinctive approaches, encompassing five distinct practices.



The prize distribution ceremony was graced by Shri Rajeev Rai Bhatnagar, Advisor to Hon'ble Lieutenant Governor, Jammu and Kashmir as Chief Guest, Prof. Dinesh Singh, Vice Chairperson of the Higher Education Council, Government of Jammu and Kashmir was the Guest of Honor and Prof Umesh Rai, Vice Chancellor, University of Jammu.

GOONJ AT A GLANCE



GITB - 2024



School of Hospitality & Tourism Management University of Jammu

participates in

FICCI-Great Indian Travel Bazaar (GITB)

Jaipur Exhibition & Convention Centre, Jaipur, Rajasthan

May 2024

May 1- 9, 2024: SHTM organized an enriching educational tour to Jaipur for the students of MBA (TTM) 2nd semester and MBA (HT) 4th semester. As part of their course titled "Experiential Field Based Learning," the students participated as volunteers in the prestigious Great Indian Travel Bazaar (GITB) -2024. This invaluable opportunity allowed them to gain practical exposure to the industry, enhancing their understanding of real-world operations and networking with industry professionals. The experience was instrumental in bridging the gap between theoretical knowledge and practical application, preparing them for successful careers in the tourism and hospitality sectors.



GITB AT A GLANCE



INDUSTRY ACADEMIA INTERACTION SERIES



Sep 9, 2023: Mr. Sanjay Jena, an alumnus (Batch: 2003-05) and First Generation Entrepreneur interacted with the students of MBA (HT) 3rd Semester.



Sep 12, 2023: Dr. Ravindra Dogra, an alumnus (Batch: 2007-09) and Nodal Officer IITTM NIWS Goa interacted with the students.



Nov 1, 2023: Prof Parikshat Singh Manhas, Chairman, JKBOSE and Director of SCERT-JK (UT) visited the department.



Sep 21, 2023: Mr. Vijay Kumar, an alumnus (Batch: 2002-04) and Joint General Manager/Tourism (North Zone), IRCTC, New Delhi and Mr. MPS Raghav, Addl General Manager (Tourism), IRCTC visited the department.



Sep 22, 2023: Dr. Pritam Lal Thapa, an alumnus (Batch 2001-03), JKAS, Member SSB, JK (UT) visited SHTM.



Oct 6, 2023 : Mr. Vaibhav Sharma, an alumnus (Batch 2006-08), Founder, Travelers Dost interacted with the students of MBA (TTM) and BBA (HM) under Ideas Unplugged Series.



Oct 10, 2023: Inside-Out: Exploring Mental Health & Wellness on the occasion of World Mental Health Day Ms Neetu Dhar, Chairperson, JPVCL interacted with the students.



Sep 20, 2023: Prof Gunmala Suri, Panjab University Chandigarh visited the department.



Nov 3, 2023 : Ms Neetu Dhar, an alumna (Batch 2001-03) and Chairperson, JPVCL shared her insights on the role of soft skills in the tourism industry under Skill Enhancement Series.



Nov 20, 2023 : Capt Anil Gour, President of Travel Agents Association of Jammu and Ex Chairman, IATO JK Chapter interacted with the students under Induction Program for MBA-TTM Batch 2023-25.



Nov 21, 2023 : Mr. Yogesh Manhas, an eminent Creative/Art Director and Brand Building Advisor from New Delhi shared his insights about the power of visual communication in brand building under Induction Program for MBA-TTM Batch 2023-25.



Nov 22, 2023 : Sh. Sanjeev Prabhakar, Founder and Owner of Hotel Anutham and Amantran resort shared his entrepreneurial journey with students of SHTM under Induction Program for MBA-TTM Batch 2023-25.



Nov 28, 2023: Prof Prashant Gautam, Panjab University Chandigarh interacted with the research scholars of SHTM.



Nov 28, 2023 : Dr. Nidhi Pathania, an alumna (Batch 2004-06) and Director, JPVCL, shared the various aspects of cooperatives with the students of MBA (TTM) and BBA (HM) under Ideas Unplugged Series.



January 8, 2024: Ms. Manya Sethi, HR Manager, Country Inn Suites, Jammu interacted and conducted Viva- voce of BBA (HM) 5th semester students.



January 10, 2024: Dr. Ranjeet Kumar Raman, Associate Professor and Head at Central University of Jammu, Jammu visited SHTM and conducted Viva- voce of MBA (HT) 3rd Semester students.



February 2, 2024: Prof Satnam Kour, Chairperson Utsaah, The Clubs, University of Jammu visited the department and appreciated the efforts of faculty members, research scholars and students to make Heritage and Tourism Club vibrant through activities like Jambu Haat.



February 3, 2024: Mr. Sajan Gupta, an alumna (Batch 2015-17) and Manager -B2C Sales and Operations at Tripoto Travels Pvt. Ltd., Gurugram interacted with 4th Semester students of MBA (HT) and guided them on the expectations of industry and how students should be corporate ready.



February 16, 2024: Mr. Jaskaran Singh, an alumnus (Batch 2013-16) and an entrepreneur owns a restaurant, Bamboo Kitchen, Jammu interacted with the 2nd Semester students of BBA (HM). He guided students about Cloud Kitchen and how to start a new venture in the hospitality industry.



February 24, 2024: Prof Rishi Raj Sharma, Dean, Guru Nanak Dev University, Amritsar visited the department.



March 28, 2024: Prof Deepak Raj Gupta, Founding Director, SHTM visited the department to congratulate the Team SHTM for its achievement in Goonj-2024.

Mr. Munish Gupta, an alumnus and an entrepreneur visited the department to interact with the students of MBA (TTM) on various aspects of Experiential Learning course.



May 27, 2024: Dr. Bharti Gupta, an alumnus and faculty at Central University of Jammu, visited the department.



May 30, 2024: Chef interacted with the students of BBA (HM) during their visit to Skyview by Empyrean, Patnitop.



EXPERIENTIAL LEARNING SERIES



Oct 20, 2023 : BBA (HM) 1st Semester students visited the Sheikh Noor-ud-Din Noorani Museum of Heritage at General Zorawar Singh Auditorium, University of Jammu.



Nov 23, 2023 : A heritage walk to Mubarak Mandi complex during World Heritage Week was organized for the students of MBA (TTM) as a part of Experiential Learning Course.



Nov 24, 2023 : MBA (TTM) 1st Semester students visited India Travel Mart (ITM), a platform to know about the latest trends in the field of travel and tourism industry.



Nov 29, 2023: Students of MBA (TTM) and BBA (HM) visited Amantran farms to understand the various aspects of event management.



Dec 8, 2023: MBA(TTM) 1st Semester students visited Hotel Holiday Inn, Katra (an IHG Property) to experience backend functioning of an international hotel.



Dec 9, 2023: BBA (HM) and MBA (TTM) students participated in Mahotsav-2023, Jammu, Kashmir and Ladakh organized by LEAD at Gulshan Ground, Jammu.



January 24, 2024: SHTM in collaboration with Heritage and Tourism Club, UTSAAH organized the Jambu Haat under the aegis of Protsaahan. The features of the event were Dogri Turban Tying Competition, stalls of handicraft & cuisines from the different districts showcased by the students and alumni.



February 6, 2024 : MBA (TTM) 1st Semester students visited Gharana Wetland and Suchetgarh Border, Jammu as part of the course Experiential Field Based Learning-I.



February 29, 2024: Students of 1st Semester of MBA (TTM) visited Jammu Airport to understand Airport Operations and working of Airport Authority of India under the course Experiential Field Based Learning-I.



March 1, 2024 : BBA (HM) 2nd Semester students visited Hotel Vivanta, Jammu to observe functionalities of various departments and get firsthand knowledge about hotel operations.



March 1-4, 2024: Students of SHTM actively participated in The Tawi Festival-2024 as volunteers and got a chance to experience challenges in organizing large scale events.



May 30, 2024: An educational visit to Skyview by Empyrean, Patnitop was organized for BBA (HM) 2nd, 4th and 6th Semester students. During the visit, the students gained insights into the hotel property, its operations and various aspects of hotel management.



June 3, 2024: SAFARNAMA 2024, a vibrant retro-themed event, was meticulously organized by the MBA(TTM) 2nd Semester and BBA(HM) 2nd and 4th Semester students for the outgoing batches of MBA(HT) and BBA(HM). The event was a resounding success, featuring a lively mix of dances, music, and games that captivated all attendees. Titles were awarded to the senior batches, adding a touch of fun and recognition to the event. A nostalgic video played during the event took everyone down the memory lane, evoking cherished memories and heartfelt emotions, making SAFARNAMA 2024 a memorable and sentimental farewell.

SKILL ENHANCEMENT SERIES



Sep. 26, 2023 : On the occasion of World Tourism Day, Relish - A skill based food seminar was conducted for the civil society, women at large where the professional chefs from the ARC Hospitality Institute interacted with the local community.



Oct 20, 2023 : Dr. Sunil Kumar, Assistant Professor, Department of Statistics, University of Jammu provided Hands-on training on MS Excel to the students.



Oct 27, 2023 : BBA (HM) students participated in chocolate making workshop organized by SHTM



Nov 17, 2023 : Dr. Rakesh Sharma, a certified mountaineer, academician and an alumnus (Batch 2009-11) shared the intricacies of adventure tourism and provided hands-on training on camps and pitching tents to the students.



Nov 24, 25 and Dec 1, 2023 : MS-Excel workshop was organized to equip students with adequate skills and make them corporate ready. The source person was Mr. Abhay.



Nov 28, 2023 : Chef Jaswinder Singh from Panjab University, Chandigarh shared his culinary expertise with the students of BBA (HM).



March 13, 2024: Employment Orientation Workshop was organized in which Ms. Neetu Dhar, an alumnus and Chairperson, Jammu Pariyatan Vikas Cooperative Limited enhanced the skills of students of 4th semester MBA (HT) in CV building, mock interviews and overall personality development.



May 27, 2024: Commercial Cookery Workshop was organized for the students of BBA (HM) in which Dr. Bharat B. Sharma from Kaplan Business School, Melbourne were the resource person. During the session, students learned to prepare various culinary items including watermelon punch, pastas and a variety of desserts.

EXTENSION ACTIVITIES



Oct 2, 2023 : On the occasion of Gandhi Jayanti, the students, scholars and faculty members of SHTM visited Homecare centre Udaywala, Jammu. They interacted, played games, entertained the children at the centre.



EVENTS AT SHTM



Sept. 5, 2023 : The students and scholars celebrated Teacher's Day by organizing various activities for the teaching staff of SHTM. The event was concluded by cake cutting ceremony in the presence of Director, SHTM and all faculty members.



Sept. 26, 2023 : On the occasion of World Tourism Day, Startup fair from Field to Fortune : The Startup Entrepreneurship Challenge was inaugurated by Prof. Versha Mehta, Dean, Faculty of Business Studies, Prof. Alka Sharma, Dr. Anil Gupta, Director, SHTM and Dr. Suvidha Khanna. The alumni, faculty members, scholars and students were also present.



Sept. 26, 2023 : Skill Incubation Innovation Entrepreneurship Development Centre (SIIEDC), University of Jammu in collaboration with School of Hospitality & Tourism Management (SHTM) organized two days event on Tourism Entrepreneurship Prospects & Challenges on the eve of World Tourism Day. The event was inaugurated by Sh. Vivekananda Rai, Director Tourism, Prof. Rahul Gupta, Registrar, Prof. Alka Sharma, Dr. Anil Gupta, Director SHTM and Dr. Suvidha Khanna.



Sept. 27, 2023 : Tourism Education Confluence was organized on the occasion of World Tourism Day. Sh. Ramesh Kumar, IAS, Divisional Commissioner, Jammu was the Chief Guest, Prof. Parikshat Singh Manhas, Chairman, JKBOSE and Director SCERT was the Guest of Honor. Prof. Anju Bhasin, Dean Academic Affairs, University of Jammu and Prof. SP Saraswat, Nodal Principal, Jammu were the special guests during the occasion.



Nov 7, 2023, Khushiyon ka Khumbh: A Cultural Fair- The Heritage and Tourism Club, UTSAAH in collaboration with SHTM organized a cultural fair to raise awareness about local art and craft among students and foster an entrepreneurial spirit among the region's youth. Prof Umesh Rai, Vice Chancellor; Prof Neelu Rohmetra, Dean Research Studies; Prof Satnam Kour, Chairperson, Utsaah, The Clubs; Prof Anil Gupta, Director, SHTM, Dr. Suvidha Khanna, Convener, The Heritage and Tourism Club and the teaching and non-teaching staff of the various departments attended the fair.



Nov. 10, 2023 : The students of BBA (HM) and MBA (HT) organized an event to celebrate Diwali with the teaching and non-teaching staff members of SHTM.



January 12, 2024: Students of MBA (TTM) and BBA (HM) celebrated the Lohri festival along with the teaching & non-teaching staff members of SHTM in the department in which cultural dance and songs were also presented.



January 25, 2024: Students of MBA (TTM) and BBA (HM) celebrated the National Tourism Day under the theme 'Sustainable Journeys, Timeless Memories' by organizing a heritage walk in the campus.



March 8, 2024: International Women's Day was celebrated under the theme 'Rural Entrepreneurship: The Power of Women in Jammu' in the department. The event focused on highlighting the achievements and resilience of rural women entrepreneurs in the region and served as a forum for insightful discussions and inspiring successful stories.



March 25, 2024: Students of MBA (TTM) and BBA (HM) celebrated Holi with the staff members of the department. Sweets were also distributed among the staff members & students.



March 27, 2024: Students, scholars and faculty members of SHTM participated in a seminar on SUYOG 24-LJK Tourism Summit organized by LEAD at Indian Institute of Management (IIM), Jammu. Prof. Anil Gupta, Director, SHTM shared his views on Rural Tourism and Dr. Bharti Gupta, an alumnus and faculty at Central University of Jammu also made a detailed presentation.

DISCUSSIONS & TALKS



Sep. 26, 2023 : Prayatan-pe-Charcha (TED) organised on the occasion of World Tourism Day. The resource persons were Ms. Sunaina Sharma Mehta, Joint Director Tourism; Mr. Maval Nagpal, alumnus & entrepreneur; Ms. Nishu Pandit, alumnus; Mr. Sonad Gupta, alumnus & entrepreneur and Mr. Ishaan Verma from JK Startup.



Sep. 27, 2023: Alumni, scholars and students of SHTM participated in an event organized by Directorate of Tourism, Jammu in collaboration with Mubarak Mandi Heritage Society, Jammu on the occasion of World Tourism Day.



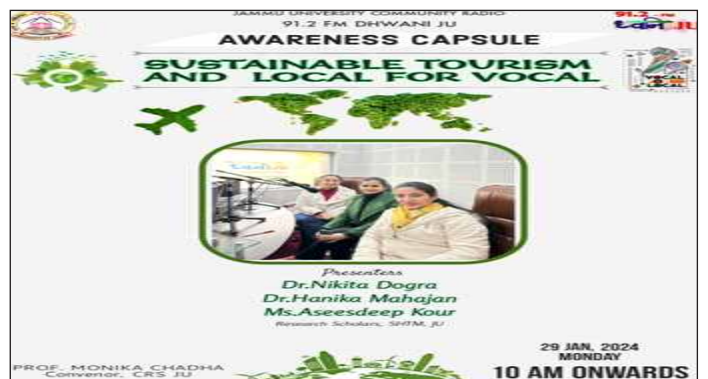
Dec. 15, 2023: Mr. Vattan Singh and Mr. Vishal Singh, research scholars shared their views on Viksit Bharat@2047 at Community Radio 91.2 FM Dhwani JU.



January 8, 2024: Mr. Heemanshu Tickoo and Mr. Fahim Akhtar, students of MBA (TTM) shared their views on the topic "The Unexplored Destinations of Jammu" at the Talk Show of Community Radio 91.2 FM Dhwani JU.



January 15, 2024: Research scholars Mr. Vishal Singh and Mr. Vatan Singh shared their views on Basholi and Its Heritage on Talk Show at Community Radio 91.2 FM Dhwani JU.



January 29, 2024: Faculties Dr. Nikita Dogra and Dr. Honeyka Mahajan and research scholar Ms Aseesdeep Kour shared their views on the Awareness Capsule: Sustainable Tourism and Vocal for Local at Community Radio 91.2 FM Dhwani JU.

MENTORING & COUNSELLING PROGRAM

The mentoring & counselling program is designed to ensure holistic development and success of students enrolled in the program. This program is uniquely crafted to cater to the distinct needs of the students, acknowledging the diverse challenges and opportunities that arise within the realms of tourism, travel, and hotel industry.



ACHIEVEMENTS



Ms. Khushi Kumari, BBA (HM) 3rd Semester student won both the district Gold Matsogi-do and Gold Kickboxing held at Jammu.



Dr. Insha Amin, an alumna (Batch 2011-13) joined Nottingham Trent University, UK as a Senior Lecturer in Marketing.



Mr. Rahul Sharma, an alumnus (Batch 2010-13) made SHTM proud as his entrepreneurial venture Mecraaz features amongst the top brands in the country.



Dr. Rajesh Chib, Lecturer SHTM and MBA (HT) 3rd Semester students Ms. Aditti Samnotra, Ms. Kanishka Kapoor and Ms. Kavneet Kour attended the Gyanodaya Express College on Wheels from Nov. 14 to Dec 2, 2023.



Mr. Khayati Mann Khajuria, an alumna (Batch 2006-08) of SHTM awarded with the DGP Model.



Ms. Sanjana Nischal (Batch 2014-17), an alumna of SHTM features among the Times of India 15 Dynamic Entrepreneurs of 2023. She is the founder of Digital Kong-Marketing Agency based in Gurugram.

ALUMNI SPEAK

MUKESH SHARMA | DIRECTOR, AVM TRAVEL DESIGNERS



My journey at SHTM was transformative, providing me with the skills and confidence to pursue my dreams. With over 20 years of industry experience, I've learned the importance of adaptability, resilience, and building strong relationships. To current students, my advice is to stay curious, network extensively, gain hands-on experience through internships, and take calculated risks. As the founder of AVM, I now create unforgettable travel experiences for many travellers worldwide, a passion that SHTM helped ignite in me. I am forever grateful to SHTM for shaping me into the professional I am today.

VAIBHAV SHARMA | FOUNDER TRAVELERS DOST AND THE HIMALAYAS 360

At SHTM, I discovered my potential and passion for the travel industry. The department's encouragement and resources not only honed my skills but also instilled in me the confidence to chase my aspirations. Through SHTM's comprehensive curriculum, esteemed faculty, and invaluable networking opportunities, I gained a solid foundation in the travel industry. The department's unwavering support and mentorship empowered me to turn my passion into a career. Today, I'm thrilled to be running my own travel company, creating unforgettable experiences for travelers worldwide. SHTM will always be the spark that ignited my entrepreneurial spirit, and I'm forever grateful for the experience.



SHRIYA ABROL | CATALOGUE SPECIALIST, AMAZON PRIME VIDEO'S



It's a great opportunity for me to express my gratitude towards my alma mater. I am grateful that I have had an opportunity to be a part of good learning and good friend. SHTM offers a fantastic opportunity for young students to learn the fundamental of tourism and hospitality. I am sure all the courses in the SHTM are being updated with time and very well organised. The days I spent in SHTM were one of the best days of my life. Moving on to a new stage in life can be a challenging process. I wish the students best of luck in all their future endeavours. Last but not the least I would extend my heartfelt thanks to all my teachers who enlightened my path and guided me, and are still guiding me through my ups and downs

SAJAN GUPTA | MANAGER B2C SALES AND OPERATIONS TRIPOTO TRAVELS PVT. LTD.

I thank everyone associated with SHTM, Jammu University for providing me the required platform to learn and grow in the tourism industry. The lessons I learnt and the knowledge I gained during my time at SHTM as a student still helps me in my professional career. With ever increasing opportunities and current advancement in the tourism sector, it is important for everyone to have a stronger base and SHTM provides you the platform to be industry ready right from the word go. I wish every student at SHTM: happy leaning and best for their career.



RESEARCH AND PUBLICATIONS

- Manhas, P.S., Singh, R. & Sharma, P. (2024). Tourism for Peace and Community Engagement: A Soft Power Approach to Conflict Resolution, ASEAN Journal on Hospitality and Tourism, Volume 19, Issue 1, pp 31-50.
- Manhas, P.S., Singh & Ashraf, F. (2024). Measuring Destination Reputation through Travel Motivation and Tourists' Attitude: An Empirical Approach, Journal of Hospitality Application and Research, Volume 19, Issue (1), pp 31-50. (ABDC Category)
- Parikshat Singh Manhas, Priyanka Sharma and Joana A. Quintela Tour (2024). Product Innovation and Customer Experience: Catalysts for Enhancing Satisfaction in Quick Service Restaurants. Tour. Hosp., 5(3), 559-576.
- Gupta, A., & Singh, V. (2024). Destination advocacy behaviour of residents: Examining the role of psychological ownership. Journal of Hospitality and Tourism Insights (ABDC-C)
- Mahajan, H., Kour, A., & Arora, N. (2024). Residents' peer-to-peer accommodation hosting intentions: constraints, negotiation and learned helplessness. Tourism Review (ABDC-B)
- Kour, Aseesdeep and Singh, Ranjeet. Empowering Tourism through Education and Expertise. An article published in Daily Excelsior on 2/09/2023.
- Dr. Priyanka Sharma, Mr. Ranjeet Singh and Mr. Faheem Akhtar presented paper on the topic India's Soft Power: Shaping Perceptions and Influencing Behavioural Intentions in International Conference on Sustainability and Recent Trends in Tourism & Hospitality Sector: Concept, Prospect, Innovation organized by Dev Sanskriti Vishwavidyalaya, Haridwar during 13 & 14 October 2023.
- Dr. Anil Gupta, Dr. Neelika Arora and Ms Aseesdeep Kour presented paper on the topic "How do Residents Negotiate through their Constraints to Host via peer to peer Accommodation" in International Conference on Sustainability and Recent Trends in Tourism & Hospitality Sector: Concept, Prospect, Innovation organized by Dev Sanskriti Vishwavidyalaya, Haridwar during 13 & 14 October 2023.
- Mr. Anirudh Raina and Mr. Tapas Tandon presented paper on the topic Tourism in Primary Curriculum: A Cross Cultural Perspective in International Conference on Sustainability and Recent Trends in Tourism & Hospitality Sector: Concept, Prospect, Innovation organized by Dev Sanskriti Vishwavidyalaya, Haridwar during 13 & 14 October 2023.
- Dr. Anil Gupta and Mr. Vattan Singh presented the paper on the topic "Examining the destination advocacy behaviour of residents: the role of psychological ownership" in the 5th International Conference on "Sustainable Development Goals and Tourism-SDGT 2024" held from 27th February to 29th February 2024, organized by School of Hotel Management and Tourism, Lovely Professional University, Punjab.
- Prof. Anil Gupta and Dr. Honeyka Mahajan presented paper on the topic "Resident's Hosting Intentions: Examining the role of Constraints, Negotiation and Motivation" in International Conference on Innovative and Regenerative Trends in Tourism & Hospitality Industry, Chandigarh University during 14-16 March, 2024
- Dr. Nikita Dogra and Ms. Aseesdeep Kour presented paper on the topic "The Role of Social Media Influencers: Understanding Visit Intentions via Perceived Value and Fear of Missing Out" in International Conference on Innovative and Regenerative Trends in Tourism & Hospitality Industry, Chandigarh University during 14-16 March, 2024.
- Research Scholars: Aseesdeep Kour, Ranjeet Singh, Vattan Singh, Amir Malik, Ishtiaq, Makhnu Devi, Suman Sharma has attended One Week Workshop on Qualitative Research- Methods, Data Analysis and Meta Analysis organised by Department of Commerce, University of Jammu during 27-31 May, 2024
- Ph.D presentation and viva voce of Ms. Honeyka Mahajan was held on 28th Nov, 2023 on the topic: "Tourist Accommodation and Sharing Economy from Residents' Perspective: Extending Motivation Opportunity Ability Theory"

INDUSTRIAL TRAINING & INTERNSHIP

INDUSTRY TRAINING AND INTERNSHIP (PSMTPC301) JUNE-JULY, 2024

MBA (TTM) 2ND SEMESTER

BATCH 2023-25

Roll No.	Name	Organization
0001MBTT23	Aditya Verma	Thomas Cook, Jammu
0002MBTT23	Ahsan-ul-Haq	Hotel The Vaishvik, Katra
0003MBTT23	Anchal Rani	Real Himachal, Shimla
0004MBTT23	Arinut Sharma	The Digital Kong, Gurugram
0005MBTT23	Aryanka Sharma	Real Himachal, Shimla
0006MBTT23	Ayesha Choudhary	Hotel Lemon Tree, Jammu
0007MBTT23	Bashart Ahmed	LEAD, Jammu
0008MBTT23	Bhavna Gupta	The Market Leaders, Chandigarh
0009MBTT23	Bhavya Gupta	Merry Time Forex and Travels, Jammu
0010MBTT23	Fahim Akther	The Benz Hotel, Gurez Valley
0011MBTT23	Heemanshu Tickoo	Atal Bihari Vajpayee Institute of Mountaineering & Allied Sports, Manali
0012MBTT23	Himanshu Sharma	The Creators, Chandigarh
0013MBTT23	Isha Sharma	Duniya Dekho, Jammu
0014MBTT23	Japnoor Kour	Buzz Planners, Chandigarh
0015MBTT23	Mahek Choudhary	Buzz Planners, Chandigarh
0016MBTT23	Muskan Gupta	Buzz Planners, Chandigarh
0017MBTT23	Muskan Sudan	Duniya Dekho, Jammi
0018MBTT23	Naman Pandoh	The Creators, Chandigarh
0019MBTT23	Navneet Kour	Duniya Dekho, Jammu
0020MBTT23	Novjot Singh	Airport Authority of India, Jammu
0021MBTT23	Ritvik Verma	Hotel The Vaishvik, Katra
0022MBTT23	Rehan Rasool	Aashirwad Hotel & Resort, Rajouri
0023MBTT23	Saman Jeet Singh	Airport Authority of India, Jammu
0024MBTT23	Satinder Singh	LEAD, Jammu
0025MBTT23	Shipali	Travellers Dost, Jammu
0026MBTT23	Shoaib Akhter	Singge Palace Hotel, Ladakh
0027MBTT23	Shubra Dutta	Airport Authority of India, Jammu
0028MBTT23	Tanishka Singh Kotwal	The Market Leaders, Chandigarh
0029MBTT23	Tannu	Sanskriti Production, Mumbai
0030MBTT23	Tavanjot Kaur	Duniya Dekho, Jammu

INTERNSHIP TRAINING, JUNE-JULY, 2024
BBA (HM) 4TH SEMESTER
BATCH 2022-25

Roll No.	Name	Organization
0001BBHM22	Abilash Singh	Lifestyle Evoke, Katra
0003BBHM22	Anubhav Mahajan	Radisson Blu, Jammu
0005BBHM22	Charanpreet Singh	Radisson Blu, Jammu
0006BBHM22	Gargi Bali	Radisson Blu, Jammu
0009BBHM22	Kanhaiya Soham Jain	Radisson Blu, Jammu
0010BBHM22	Kartik Sharma	Marriott Resort and Spa, Katra
0011BBHM22	Keshav Kumar	Food Craft Institute, Jammu
0012BBHM22	Khushi Kumari	Marriott Resort and Spa, Katra
0013BBHM22	Khushi Singh	Viraj Sarovar Portico, Jammu
0014BBHM22	Natishver Singh	Jüsta Birding Resort & Spa, Dharamshala
0015BBHM22	Nikunj Langer	Amritara Katra
0016BBHM22	Rahul Shan	Jüsta Birding Resort & Spa, Dharamshala
0017BBHM22	Rameshwar Singh Jamwal	Marriott Resort and Spa, Katra
0018BBHM22	Ronit Kumar	Marriott Resort and Spa, Katra
0019BBHM22	Sandeep Kumar	Jüsta Birding Resort & Spa, Dharamshala
0020BBHM22	Sheerin Khan	Country Inn And Suits, Jammu
0022BBHM22	Shriyasi Gupta	Radisson Blu, Jammu
0023BBHM22	Shujat Ali	Jüsta Birding Resort & Spa, Dharamshala
0024BBHM22	Vansh Singh	Lifestyle Evoke, Katra
0025BBHM22	Vimarsh Raj	Amritara, Katra
0026BBHM22	Prakriti Gupta	Country Inn And Suits, Jammu

INDUSTRIAL TRAINING, FEB. - MAY, 2024
BBA (HM) 6TH SEMESTER
BATCH 2021-24

Roll No.	Name	Organization
0001BBHM21	Agreema Sharma	The Fern, Katra
0002BBHM21	Amritpal Singh	Zone, Jammu
0003BBHM21	Ashmit Jandyal	Evoke Lifestyle, Katra
0004BBHM21	Ayushi Sharma	Evoke Lifestyle, Katra
0005BBHM21	Chandan Preet Singh	Hari Palace, Jammu
0006BBHM21	Danish Kangotra	Hyatt Regency, Chandigarh
0007BBHM21	Farishta Al Sana Khan	Lemon Tree, Jammu
0008BBHM21	Gousia Gulrez	Lemon Tree, Jammu
0009BBHM21	Harsh Dev Jamwal	Radisson, Delhi
0010BBHM21	Harshit Kumar	Hyatt Regency, Chandigarh
0011BBHM21	Janvi Mahajan	Vivanta Jammu, City Centre
0012BBHM21	Komal Aggarwal	Radisson Blu. Jammu
0013BBHM21	Mannat Sharma	KC Hotel, Jammu
0014BBHM21	Ranjan Nagpal	Radisson, Delhi
0015BBHM21	Shabad Ahmed	Hyatt Regency, Chandigarh
0017BBHM21	Sonia Verma	KC Hotel, Jammu
0018BBHM21	Sparsh Raina	Food Craft Institute, Jammu
0020BBHM21	Sandeep Sharma	Evoke Lifestyle, Katra
0021BBHM21	Mohit Singh	Hyatt Regency, Chandigarh

STUDENT'S CORNER



By: ARYAN GUPTA

"NOTHING IS IMPOSSIBLE"

If you believe that nothing is impossible,
and you have the courage to try,
Then you can achieve anything,
And reach for the stars in the sky.
With hard work and determination,
And a positive attitude too,
You can overcome any obstacle,
And achieve what you set out to do.
So do not be afraid to dream big,
And to follow your heart's desire,
For with a little faith and perseverance,
You can set the world on fire.

By: MUSKAN MEHRA

"DEVI PINDI TREK"

Every Traveller would love to travel to a destination which is beautiful and adventurous and has some fun activities, so if you want to have fun and adventure you can visit Devi Pindi.



Devi Pindi is a small trek and at the end of the trek there is a temple of 3 Indian goddess. Along the temple there are few water spots where people can take bath, and the water flowing is very refreshing. The best time to visit this trek is summers

By: AGREEMA SHARMA

यह पल याद आएँगे
किसी को हम न भूल पाएँगे
यादों को साथ लेकर जिंदगी बिताएँगे
यह सब तब होगा
जब हम SHTM Dept. छोड़ जाएँगे

SHTM Dept. में हमारे मीठे पल बीत रहे हैं
हर एक काम में हम जीत रहे हैं
जिंदगी में आगे बढ़ना अध्यापकों से सीख रहे हैं
कक्षा में बैठी दोस्तों की याद सताएगी।

जब कभी इनकी याद आएगी
तो मुझे बड़ा रुलाएगी
इन से मिलने की चाह मुझे पल पल जलाएगी
इनकी यादें मुझे कभी चैन की नींद न सुलाएगी

हर एक को कितना तंग करती हूँ
हर एक अध्यापक की इज्जत तो मैं करती हूँ
पर जाने क्यों फिर उनसे थोड़ा डरती हूँ।

SHTM Dept. से जाने के बाद जब कभी दोस्त मिलेंगे।
तब आँगन में मूरझाए हुए फूल खिलेंगे
SHTM Dept. में बीते पलों को जब हम याद करेंगे
तब फिर छोटी सी आह भरकर उसे भूल जाएँगे।

By: SONIA SHARMA

Koi kehta hai dost
toh koi kehta hai yaar,
Kisi k liye bhai ho tum

Toh kisi k liye sbse zroori insaan,
Kehne ko toh jo marzi keh lu tumhe
Par hote dil ka tukda hai yeh yaar,
Ladte bhi hmse hi hai par agr koi
khe hma kuch toh bhiid jate hai
unse baar baar,
Hmare liye marne ko bhi hmesha
hi rehte hai yeh taiyaar,
Din bhar hmari bkwass sunne ko
jo rahe hmesha taiyar
Kyunki dost hote hi hai kamaal

By: GHOSIYA WANI

Banana peanut butter oats cookie

Ingredients

1 cup of rolled oats, 2 ripe banana, 1/2 tablespoon of baking powder, 1 tablespoon vanilla essence, 2-3 table spoon of peanut butter, A pinch of salt, 2-4 spoons of milk

Cooking technique

*In a bowl add the cup of oats and mash the banana with the help of a fork in the bowl *Add YOUR baking powder peanut butter and vanilla essence in the bowl *Little by little add milk and form a rough dough (if needed u can add a little bit of milk more) * If u want u can add any type of nuts chopped in the bowl and roll it in a circle *Keep the roll in fridge for around 20 min *Till this time preheat your oven for 10 min on 180 degree Celsius *After 20 min take out your dough from fridge and make small ball and flat them into the desired shape*On a baking sheet apply butter paper and put the cookie dough in a line with distance from each piece *Bake your cookies for 12-15 min in oven on 200 degree Celsius

Your healthy chew goeey banana peanut butter oats cookies are ready.

BY: AGREEM (BBA 5TH)

ACKNOWLEDGEMENT

The SHTM acknowledges and appreciates the support and contributions of its members for being part of the various departmental committees.

- Prof. Alka Sharma, Dean, Faculty of Business Studies.
- Prof Gurjeet Kaur, Head, Department of Commerce.
- Prof Komal Nagar, Professor, The Business School.
- Prof Garima Gupta, Head, Department of Journalism and Media Studies
- Dr. Daud Iqbal Baba, Director, Directorate of Sports and Physical Education.
- Dr. Shallu Sehgal, Associate Professor, Department of Economics.
- Dr. Isha Sharma, Assistant Professor, ICcCR & HRM.
- Dr. Farah S. Choudhary, Assistant Professor, The Business School.
- Dr. Harish Chander Dutt, Assistant Professor, Department of Botany.
- Dr. Sandeep Arya, Assistant Professor, Department of Physics.

EDITORIAL TEAM

- Prof Anil Gupta, Director, SHTM
- Dr. Suvidha Khanna, Associate Professor, SHTM
- Dr. Poonam Sharma
- Dr. Priyanka Sharma
- Dr. Nikita Dogra
- Dr. Honeyka Mahajan
- Mr. Tapas Tandon

RESEARCH SCHOLARS

- Fahim Ashraf
- Aseesdeep Kour
- Ranjeet Singh
- Vattan Singh
- Vishal Singh
- Sangeeta Chouhan
- Ishtiaq
- Amir Malik
- Suman Sharma
- Makhnu Devi

NON-TEACHING STAFF

- Charu Magotra- Assistant Librarian
- Pawan Kumar (SA)
- Sachin Thapa (JA)
- Dev Raj
- Parikshat Singh
- Sita Devi
- Girdhari Singh
- Bharti Devi (OS-1)
- Riyaz
- Tarminder Kour (Now Transferred)
- Muneer (Now Transferred)



BBA (HM) BATCH 2021-24



SEATING (L to R)

**Mr. Pawan Sharma | Dr. Priyanka Sharma | Mr. Tapas Tandon | Prof Anil Gupta | Dr. Suvidha Khanna | Dr. Poonam Sharma
Dr. Nikita Dogra | Ms. Charu Gupta**

STANDING

**FIRST ROW (L to R) : Ms. Termindher Kour | Gosia Gulrez | Harshit Kumar | Amritpal Singh | Mannat Sharma | Sonia Verma
Sandeep Sharma | Farishta ul SanaKhan | Agreema Sharma | Janvi Mahajan | Komal Aggarwal**

**SECOND ROW : Mr. Sachin Thapa | Sparsh Raina | Shadab Ahmed | Ayushi Sharma | Ashmit Jandyal | Harsh Singh Jamwal
Chandanpreet Singh | Mohit Singh | Danish Kangotra**



**SCHOOL OF HOSPITALITY AND
TOURISM MANAGEMENT
UNIVERSITY OF JAMMU**

**#1 BEST PRACTICE
ENTREPRENEURIAL ORIENTATION**

OBJECTIVES

- ⇒ Foster Innovation and Creativity among Students
- ⇒ Enhance Students' understanding of Entrepreneurship
- ⇒ Provide Practical Experience in Developing and Managing Business Ventures
- ⇒ Encourage Risk-taking and Resilience

METHODOLOGY

- ⇒ Incorporation of Entrepreneurship Courses into the Curriculum
- ⇒ Hands-on Experiential Learning
- ⇒ Networking and Collaboration

OUTCOMES

- ⇒ Development of Entrepreneurial Mindset
- ⇒ First Generation Entrepreneurs
- ⇒ Women Micro Entrepreneurs



**SCHOOL OF HOSPITALITY AND
TOURISM MANAGEMENT
UNIVERSITY OF JAMMU**

**#2 BEST PRACTICE
EXPERIENTIAL LEARNING**

OBJECTIVES

- ⇒ Bridge the Gap between Theoretical Knowledge and Practical Application
- ⇒ Gain Practical Skills Relevant to Future Academic and Career Endeavors

METHODOLOGY

- ⇒ Integral Part of a Curriculum
- ⇒ Familiarisation Visits to Destination/ Travel Agency/Hotel, Airport/ Railway Station/Bus Stand
- ⇒ Organizing an Event
- ⇒ Visit Travel and Trade Fairs (National)

OUTCOMES

- ⇒ Acquire Practical Skills
- ⇒ Gain Firsthand Knowledge of Industry
- ⇒ Confidence Building/ Personality Enhancement
- ⇒ Stakeholder Networking



**Best
Practices
at
SHTM**



**SCHOOL OF HOSPITALITY AND
TOURISM MANAGEMENT
UNIVERSITY OF JAMMU**

**#3 BEST PRACTICE
INDUSTRIAL INTERNSHIP
PROGRAM**

OBJECTIVES

- ⇒ On-the Job Training Opportunity
- ⇒ Enhance Professional Skills Relevant to the Industry
- ⇒ Making Student Corporate Ready

METHODOLOGY

- ⇒ Internship (14-16 Weeks)
- ⇒ Industry Mentoring Programme
- ⇒ Evaluation and Feedback

OUTCOMES

- ⇒ Technical Skill Enhancement
- ⇒ Soft Skills
- ⇒ Technology Proficiency
- ⇒ Job Opportunity
- ⇒ Industry Exposure



**SCHOOL OF HOSPITALITY AND
TOURISM MANAGEMENT
UNIVERSITY OF JAMMU**

**#4 BEST PRACTICE
MENTORING &
COUNSELLING PROGRAM**

OBJECTIVES

- ⇒ Supportive Network between Students and the Department
- ⇒ Personal & Professional Development
- ⇒ Familiarize the Students with University Resources
- ⇒ Conducive Environment for Students

METHODOLOGY

- ⇒ Periodic Mentoring Sessions
- ⇒ Maintaining Mentoring and Counselling Record Book

OUTCOMES

- ⇒ Building Confidence
- ⇒ Goal Setting and Accountability
- ⇒ Issues Redressal
- ⇒ Building Relationships
- ⇒ Career Development



**SCHOOL OF HOSPITALITY AND
TOURISM MANAGEMENT
UNIVERSITY OF JAMMU**

**#5 BEST PRACTICE
ALUMNI NETWORKING**

OBJECTIVES

- ⇒ Provide Career Insights and Guidance to Students
- ⇒ Promote Continuous Learning
- ⇒ Facilitate Job Opportunities, Internships, and Professional Growth

METHODOLOGY

- ⇒ Periodic Interactions with Alumni
- ⇒ Alumni Visits
- ⇒ Ideas Unplugged

OUTCOMES

- ⇒ Career Guidance
- ⇒ Professional Skills Development
- ⇒ Enhanced Employability
- ⇒ Long-term Professional Relationships / Networking

