

Department of Tourism, Hotel,
Hospitality & Heritage Studies –
Jamia Millia Islamia



Emerging leaders of Social Entrepreneurs at Jamia



The students of Department of Tourism, Hotel, Hospitality and Heritage studies displayed a new trend, Jamia Millia Islamia at Talimi Mela (Annual Fest of Jamia).

Few students of the Department seized the opportunity and put up some adventure activities like rope climbing and ladder climbing near stall number 63 allotted to the Department. Under the leadership of Hemant (A student of 3rd semester of Hons. programme) the activity saw participation of around 1500

people with thousands of onlookers.

The participation fee was kept as low as Rs 10. The participants enjoyed a lot by taking part in an adventure activity at such a low cost.

The students earned Rs 13000, using some non-perishable resources they already possessed.

They did not stop here and went on to contribute a significant amount of that profit to a noble cause by donation.

Through this one particular activity

they displayed a wonderful knowledge of Event management, Market segmentation, Market penetration, Adventure tourism, Entrepreneurship, Safety and Security management, and above all HUMANITY.

The activity also encouraged us to see Tourism as a career prospect with a lot of potential.

We at the Department of Tourism, Hotel, Hospitality and Heritage Studies are proud of our students.