

MASTER OF TRAVEL TOURISM AND EVENT MANAGEMENT (MTTMEM)

The event industry is at a nascent yet blooming industry in India. In the recent years India has been host to a number of national and international events like Bangalore Air Show, Defense Expo, Auto Expo, Commonwealth Games, Indian Premier League (IPL), Khajuraho Dance Festival and other well known reality shows. Organizing such events today require professionals to handle them in a scientific manner for their success. The event sector is a fast growing market in India and with this in mind the ITS has introduced a post graduate programme named MEM, which aims to provide trained professionals. This course has also been recognized by the Ministry of Tourism, Govt. of India for which they have given financial assistance to develop the programme.