

# **Indian Institute of Tourism and Travel Management**

**(An organisation of Ministry of Tourism, Govt. of India)**



## **Post-graduate Programmes**

**Admission Bulletin**

**2011-2013**

# **Indian Institute of Tourism and Travel Management**

Indian Institute of Tourism and Travel Management (IITTM), an autonomous organization of Ministry of Tourism, Government of India, is one of the premier Institutes in the country offering education, training, research and consultancy in the field of tourism, travel and allied sectors. IITTM was established in 1983 and presently IITTM campuses are located at Gwalior, Bhubaneswar, Goa and New Delhi. A new centre is coming up at Nellore in Andhra Pradesh. IITTM is a founder member of UN-ESCAP promoted Network of Asia-Pacific Educational and Training Institute in Tourism (APETIT). It offers two-year Post Graduate Diploma in Management (PGDM) programmes approved by AICTE and equivalent to MBA. Looking to the demands of Indian and global economy, our programmes offer dual specializations for learners to enable them to acquire the right skill set with ample flexibility to adapt to employing organization's needs. We offer programmes in:

- a. Post Graduate Diploma in Management (Tourism and Travel)
- b. Post Graduate Diploma in Management (Tourism and Leisure)
- c. Post Graduate Diploma in Management (Services)
- d. Post Graduate Diploma in Management (International Tourism Business)
- e. Post Graduate Diploma in Management (Tourism and Logistics)
- f. Post Graduate Diploma in Management (Tourism and Cargo)

Our programmes incorporate both subject-specific and generic business modules, and have been designed to reflect industry practices and academic developments. Each of our exciting courses touches up on tourism as a business activity- the organisation, dimensions, social significance and impacts of tourism are all studied.

With entry profiles ranging from beginners to advanced levels, our programmes are tailor made to meet your needs. Learners are supported at every stage of learning and development.

## **PGDM (Tourism and Travel)**

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*Offered at Gwalior and Bhubaneswar*

Tourism is one of the world's most important industries, supporting employment on a large scale in many parts of the world. Tourism is responsible for the movement of many millions of people each year, travelling for a variety of reasons, including holidays, business, education, health, and visiting friends and relatives.

The PGDM (Tourism and Travel) programme has been developed to meet the growing demand for skilled and resourceful managers in this rapidly expanding tourism industry. Organisations that manage tourism facilities as well as those who provide essential services such as transport, accommodation, travel, and tourist advice are set to expand in the future. While individuals entering this area require a sound grounding in general business principles, there are also specific areas that require a more dedicated set of skills and knowledge.

This Post Graduate Diploma in Management (PGDM) programme is approved by AICTE. This programme provides a sound foundation in business and management principles and at the same time provides for the development of specific specialist tourism knowledge and skills that are essential for a successful career in tourism management today.

The programme of study aims at preparing graduates for taking up employment in a business organisation or self employment and/ or carrying forward their family businesses. Learners would understand the need for different management approaches for different types of tourism; discuss the role of the tourism as an agent for cultural change and understanding; and, assess the specific characteristics and trends in emerging specialist areas of the tourism industry (e.g. festivals, events, heritage, wellness tourism and other new markets). Subsequently they will be working in, or aspire to, careers in all aspects of the international tourism industry, which may include government tourism agencies, tour operators, airlines, cultural, heritage, festival, wellness and/or other specialist tourism operations.

The objectives of this programme of study are-

- i. Understand the broad political, economic and social frameworks within which tourism management takes place
- ii. Appreciate the complex relationships between visitors and destinations management
- iii. Evaluate the tools and techniques that are used for developing and managing tourism in a range of environments
- iv. Enable young learners develop a business sense and sensitise them to nuances of service scenarios
- v. Equip and enable learners to start a new business venture

Accordingly, the programme has a large component of working in real world situations under the careful guidance of mentors.

### ***Structure***

- i. This is an intensive programme of study of two academic sessions.
- ii. The programme shall be divided into four semesters and there shall be an examination at the end of each semester. There are three taught semesters and fourth semester of internship.
- iii. Each semester shall comprise of credits equivalent to nine courses, each of three hours per week equivalent teaching obligation and equal amount of self study.
- iv. Admission to programme is being offered for 93 seats each at Gwalior and Bhubaneswar.
- v. Dual specialisation would be available to students in any two out of Airfares and Ticketing, Air Cargo Operations and Management, Tour Operations, and Marketing.

## **PGDM (Tourism and Leisure)**

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*Offered at New Delhi*

Tourism, today, is the largest industry in the world. This programme offers a flexible approach to human resource development in the fast evolving tourism and leisure scenario. The programme combines the best of practical experience, learning and development. Learners will receive a high level of academic and pastoral support, delivered in small groups. The learning resources to support this programme of study are excellent and include internet and intranet sources, text books, journals, videos and learning packs. As well as lectures, seminars and tutorials your learning will be enhanced through a work placement. Your placement will be combined with visits and residential, guest speakers from industry, international case studies and workshops - giving you unique insights and a thorough understanding of the sector.

IITM has longstanding links with business and employers. PGDM (T&L) programme is designed to address the current and future needs of employers, and to enhance learner's lifelong career prospects. In addition, the institute's highly experienced programme staffs are keen to make the time you spend with them as academically stimulating and rewarding as possible. Our programme staffs enjoy a well deserved reputation for being approachable and interested in their students' progress. You can expect individual support and guidance at every stage.

The Post Graduate Diploma in Management (PGDM- Tourism and Leisure) is a programme approved by AICTE.

Its structure is adaptive and caters to the career goals of students- both the fresh graduates as well as those seeking betterment in the current position. The course structure contents are a judicious mix of tourism and leisure specific knowledge and skill inputs, being conceived in the background of fast changing tourism industry. The scope and diversity of tourism and leisure segments is such that the graduates have a variety of employment options and growth avenues. On completion of the programme the student will be equipped with required knowledge and managerial skills to serve in both tourism and leisure sectors. Main objectives of this programme are:

- i. Provide comprehensive perspective on fast evolving leisure and tourism environment
- ii. Develop in-depth knowledge in the leisure, recreation and tourism products/ offerings with special focus on adventure tourism
- iii. Understand the complex businesses of these segments
- iv. Develop knowledge and skills to manage the burgeoning leisure seekers in general and adventure tourists in particular
- v. Appreciate importance of team work, leadership qualities, cross-cultural communication
- vi. Inculcate values and principles for ethical and sustainable business practices.

Accordingly, the programme has a large component of working in real world situations under the careful guidance of mentors.

### ***Structure***

- i. This is an intensive programme of study of two academic sessions.
- ii. The programme shall be divided into four semesters and there shall be an examination at the end of each semester. There are three taught semesters and fourth semester of internship.
- iii. Each semester shall comprise of credits equivalent to nine courses, each of three hours per week equivalent teaching obligation and equal amount of self study.
- iv. Admission is being offered for 93 seats at New Delhi.
- v. Dual specialisation would be available to students in any two out of Event management, adventure tourism, and travel trade.

### **PGDM (Services)**

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#### ***Offered at Gwalior***

Service sector, today, is the largest contributor to gross domestic product in India. As economy strengthens both service sectors (tourism, healthcare, retailing, education, IT, hospitality, etc.) and service components of manufacturing and agriculture sector would increasingly become important. This growth has resulted in sharp rise in employability and paying capacity of these sectors. More jobs are created and job demand and supply gap has increased, calling for more trained human-power to occupy these jobs. This programme of IITTM focuses on management of service sectors.

The programme of study aims at preparing graduates for taking up employment in a business organisation or self employment and/ or carrying forward their family businesses. Learner would be able to specialise simultaneously in one functional elective area and also in one sectoral elective of his /her choice and subject to availability of such courses at the centre. The main objectives of this programme of study are threefold-

- i. Enable young learners develop a business acumen and sensitise them to nuances of service scenarios
- ii. Learn principles and practice of management especially for the service sector companies
- iii. Equip and enable learners to start new business ventures.

Accordingly, the programme has a large component of working in real world situations under the careful guidance of mentors.

### ***Structure***

- a. This is an intensive programme of study of two academic sessions.
- b. The programme shall be divided into four semesters and there shall be an examination at the end of each semester.
- c. Each semester shall comprise of credits equivalent to nine courses, each of three hours per week equivalent teaching obligation and equal amount of self study.
- d. Admission is being offered for 93 seats in the programme.

- e. Dual specialisation would be available to students in Marketing, Human Resources Management or Finance; and Tourism and Hospitality Management, or Financial Services.

### **PGDM (International Tourism Business)**

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#### *Offered at Gwalior*

The prime objective with this programme is to develop a global way of thinking- a valuable asset and an important skill for all businesses today. IITTM's PGDM (ITB) programme is unique among international management programs because we focus on preparing our graduates to be global tour leaders who possess a deep knowledge of the intercultural sensitivities and skill to handle both out bound and inbound tourists.

The (PGDM) ITB programme provides learners with international as well as general business skills, and an opportunity for hands on experience. With IITTM's core competence in tourism and travel- the largest global industry today, we prepare learners for this. They will also be equipped with skills transferable to other sectors of global businesses.

In times when companies must spend each rupee judiciously it has become increasingly important for tourism companies to hire managers/ executives who are trained to be relevant to their requirements. At PGDM (ITB) we believe that for graduates to be worth the employers' money they need to be trained/ educated in a manner that they may contribute from day one to company by creating value for their customers and company. We believe that the only way out is to offer a programme working closely with industry so that it produces learners who are of immediate use for the tourism companies. Being the leader in tourism education in South Asia we have excellent relationships with the tourism companies which have enabled us to appreciate their needs.

The Post Graduate Diploma in Management (PGDM- International Tourism Business) is a programme approved by AICTE. The programme includes state-of-the art course in Medical Tourism, Travel Documentation, Sustainable Tourism, Volunteer Tourism, Intercultural Management, On-the-job Training among others.

On completion of the programme, a learner shall be able to:

- i. Appreciate nuances of international tourism business;
- ii. Manage tours both inbound and out bound; and
- iii. Must be able to help the employing company with design of products and selling them
- iv. Raising and management of tourism enterprises
- v. Prepare for international tourism businesses with skills transferable to other international businesses.

Accordingly, the programme has a large component of working in real world situations under the careful guidance of mentors.

#### ***Structure***

- a. This is an intensive programme of study of two academic sessions.

- b. The programme shall be divided into four semesters and there shall be an examination at the end of each semester.
- c. Each semester shall comprise of credits equivalent to nine courses, each of three hours per week equivalent teaching obligation and equal amount of self study.
- d. Admission to programme is being offered for 93 seats at Gwalior.
- e. Programme envisages students to travel extensively inside and outside of the country for training and practical exposure. Learners of this programme are expected to financially support these activities. Approximate expenses would be Rs. 1.00 lakh in addition to the regular fees for the programme.

### **PGDM (Tourism and Logistics)**

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#### *Offered at Bhubaneswar*

As the global marketplace gets more competitive, the key to sustainable competitive advantage would emanate from a business' ability to make effective decisions and move products to market quickly and efficiently. Post recession management of logistics has gained in importance with business decision makers.

This necessity has made flow of information, goods and services, people and capital more complicated. Business environments have become for dynamic and complex on one hand while product life cycles have reduced. To remain in reckoning companies need to be quick and precise to address their customer's needs. This calls for a smooth processing along the supply chain.

Post Graduate Diploma in Management in Tourism and Logistics (PGDM-TLG) is a programme of Indian Institute of Tourism and Travel Management (IITTM), Bhubaneswar accredited by AICTE. This PGDM (TLG) of IITTM shall focus on management of Tourism and Logistics sector.

The paramount objective of the course is to make the students to understand the indispensable role of logistics in the movement management of tourists and their travel accessories including souvenir from the tourism generation region to the transit and destination region vice-versa. The course will introduce the students to the linkages between the large tourism industry on one hand and the various transport systems of the world on the other. This course will focuses primarily on the following capability dimensions- tourism management practices; logistics supply chain management; distribution; critical analysis, problem setting and solving; interpersonal and communication skills; teamwork and leadership skills.

This course will assist the students to develop their ability to:

- i. The generic knowledge of understanding the fundamental supply chain principles involved in the movement of tourists, luggage and services in the global and regional tourism industry.
- ii. The critical knowledge and the capability to analyze the prevailing regional and global tourist travel demand and constructively analyze the functional capacity of the existing tourist travel supply capacities.

- iii. Will be aware of the functions of transport logistical operations systems in tourist transit regions and their effectiveness in the management of the mass movement of tourists and goods from the travel hubs to the tourist attraction spokes. \
- iv. Will be aware of the existing and future global, regional and local prospects and challenges for tourist transport provision and methodologically approach each issue from a judicial stand point view.
- v. To understand and implement concepts, techniques and applications that underpins logistic and supply chain management.
- vi. Ability to link strategic and operational system thinking with appropriate action to inform and facilitate day –to-day decisions in logistic management
- vii. Ability to apply business and logistic methods and principles to identify problems to improve value chain and supply chain management for sustainable practice.
- viii. Ability to communicate effectively to build and maintain relationships with other professional at various levels of business organisation, stakeholders, clients, team members and management.
- ix. Ability to evaluate and disseminate logistic solutions and information upstream and downstream in supply chain management

#### ***Structure***

- a. This is an intensive programme of study of 2 academic sessions.
- b. The programme shall be divided into four taught semesters and there shall be an examination at the end of each semester.
- c. First, Second and Third semesters shall comprise of nine courses and Fourth semester shall comprise of five courses including project work, each of three hours per week equivalent teaching obligation and equal amount of self study.
- d. Admission is being offered for 93 seats in the programme.

### **PGDM (Tourism and Cargo)**

#### ***To be offered at Nellore***<sup>\*</sup>

Cargo handlers are essential for any company that imports or exports. In an era of competition, specialist cargo companies are an order of the day. These companies provide shipping solutions for business logic and the customer demand. Movement of cargo today is a science and not just an unimportant back office activity.

The resurging post recession Indian economy and the resultant rise in the movement of cargo has thrown open large opportunities for people in cargo operations. Nellore is slated to be one of the largest ports in the country and setting up of an IITTM in the city is just the right opportunity to contribute by preparing and offering trained manpower for this industry.

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<sup>\*</sup> Only if necessary permissions are obtained.

The objective of the programme is to present the complete picture of the management of transportation and movements of goods by air, surface and sea and different aspects and levels of cargo industry in the world. The course attempts to examine major topics concerning different aspects and levels of Cargo industry.

This course shall be helpful to the sales and marketing staff of cargo agents and consolidators; acceptance, sales and reservations staff of airlines and surface transportation companies; shipping department staff of manufactures, whole sellers, importers and exporters.

Learners are like to be placed with the operations of international air cargo agents, sales and marketing staff of cargo agents and consolidators; acceptance, sales and reservations staff of airlines and surface transportation companies; shipping department staff of manufacturers, wholesalers, importers and exporters.

We would also encourage any working staff of cargo agents, airlines and manufacturers can also update their knowledge of current international air cargo procedures. We welcome students who can deliver where it demands.

### ***Structure***

- a. This is an intensive programme of study of 2 academic sessions.
- b. The programme shall be divided into four taught semesters and there shall be an examination at the end of each semester.
- c. First, Second and Third semesters shall comprise of nine courses and Fourth semester shall comprise of five courses including project work, each of three hours per week equivalent teaching obligation and equal amount of self study.
- d. Admission is being offered for 60 seats in the programme.

## **Fee Structure for Programmes<sup>†</sup>**

IITTM has a modest fee regime. The fees are payable at the beginning of each of the two academic sessions. Fees include

### *First Year (for two semesters)*

Admission fee, tuition fee, students' welfare, sports, cultural activities, library and computer, examination fee, placement activities, caution money deposit (Rs. 5,000), etc.

### *Second Year (for two semesters)*

Re-registration fee, tuition fee, students' welfare, sports, cultural activities, library and computer, examination fee, placement activities, alumni membership, etc.

	Programme	First year fees ( ` )	Second year fees ( ` )
1	PGDM (Tourism and Travel)	94,400	63,000
2	PGDM (Tourism and Leisure)	94,400	63,000
3	PGDM (Services)	1,23,600	1,22,500
4	PGDM (International Tourism Business)	1,23,600	1,22,500
5	PGDM (Tourism and Logistics)	1,23,600	1,22,500
6	PGDM (Tourism and Cargo)	1,23,600	1,22,500

Hostel fees are approximately Rs. 3,000 pm (including mess charges and hostel rent, but may vary with type of room allotted)

### Notes:

1. Hostel fee is applicable only to students who are allotted hostel by the institute.
2. Fees cannot be paid in instalments
3. Caution money deposit is refundable
4. Students admitted to PGDM (International Tourism Business) must provide for an additional ` 1.00 lakhs for international travel, internship etc.

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<sup>†</sup> Fee estimates are indicative and are subject to approval of the relevant authorities.

## Contacts

For any queries you may contact programme chairpersons at different centres:

### PGDM (TT), Gwalior

Programme Chairperson  
Indian Institute of Tourism and Travel  
Management  
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### PGDM (TT), Bhubaneswar

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### PGDM (TL), Delhi

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### PGDM (ITB), Gwalior

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### PGDM (Services), Gwalior

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### PGDM (TLG), Bhubaneswar

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[iittm.bh@gmail.com](mailto:iittm.bh@gmail.com)

## Seats available in different programmes

S.No	Name of programme	Study Center	Intake capacity	Reservation			
				UR	OBC	SC	ST
1.	PGDM (Tourism and Travel)	Gwalior	93	47	25	14	07
2.	PGDM (Tourism and Travel)	Bhubaneswar	93	47	25	14	07
3.	PGDM (Tourism and Leisure)	Delhi	93	47	25	14	07
4.	PGDM (Services)	Gwalior	93	47	25	14	07
5.	PGDM (International Tourism Business)	Gwalior	93	47	25	14	07
6.	PGDM (Tourism and Logistics)	Bhubaneswar	93	47	25	14	07
7.	PGDM (Tourism and Cargo)*	Nellore	60	30	16	09	05

\* Admission likely to be offered on 60 seats from academic session 2011-13 if necessary approvals/ sanctions are obtained.

## **Eligibility for Programmes**

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Candidates seeking admission to the PGDM programme shall be required to possess a bachelor's degree (10+2+3 pattern) in any discipline of a University or equivalent thereto. Reservation for SC, ST, OBC (Non-creamy layer) and physically challenged candidates will be applicable as per Govt. of India rules. Physically challenged candidates are strongly encouraged to apply. Candidates appearing for the final examination are also eligible to apply, provided they complete it by October 31, 2011. In case candidate fails to establish eligibility by this date, the admission would be cancelled and fees will be forfeited.

## **Admission Process and important dates**

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Admission to the programme shall be through an admission process of 100 points. A weight of 70% shall be for the performance in IITTM Admission Test. Another 15% points each are for Personal Interview (PI) and Group Discussion (GD) respectively. A candidate to be eligible to be considered for admission must participate in all components of the admission process, i.e., Admission test, GD and PI. Merit for admission to the programme shall be determined by the institute. Candidates will exercise choice of programme and study centre during the counselling.

1. Apply to IITTM latest by **February 01, 2011** with admission fees of Rs. 800/- (500/- in case of SC/ ST/ PH) through a demand draft payable to **Director-IITTM**, payable at Gwalior.
2. A prospective student should appear for IITTM Admission Test on **February 27, 2011**.
3. Short-listed students will have to appear for GD and PI at any one of the IITTM centres as announced later
4. Successful candidates must participate in counselling as announced later.
5. Admission and full fee deposit by May 30, 2011

### *Admission Test*

Admission test shall be organised at different notified centres on **February 27, 2011**. The test shall be of two and a half hours duration. Test shall comprise of multiple choice type questions in four sections- Language proficiency, general awareness, numerical ability and reasoning. Please see the instructions and sample questions available on the website.

## **Please note**

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1. Institute shall not be responsible for any postal/ courier delays in correspondence related to admission process.
2. A counselling and processing fees of Rs. 30,000 will be payable if a student seeks admission during counselling. This is non-refundable.
3. If a student takes admission to any of the programmes he is allowed a relaxation of Rs. 30,000 in his fees.

4. Fees once deposited shall not be refunded after the completion of admission process. In case of a candidate withdrawing before the completion of admission process, token processing fees of Rs. 1500.00 will be deductible and the balance of fees deposited (minus the counselling and processing fees) after counselling would be refundable if admission is offered to some other candidate on that seat. In case admission is not offered to another student, no fees would be refundable.
5. Candidate who are admitted to the programme during the counselling session and are unable to get admission to the programme of their first choice shall be placed on waiting list for that programme. Movements through waiting lists are strictly on the basis of merit.
6. Once a candidate has taken admission in one of the programmes of IITTM at any of the centres and his/her name is forwarded to AICTE, his/ her admission shall not be transferred to any other programme of the institute.
7. Admission to hostel is on merit and availability.
8. A candidate/ guardians must declare ailment and medical history, if any, at the time of admission.
9. Students on taking admission shall be deemed to have agreed to abide by the rules and regulations of the institute.
10. All matters are to be settled subject to jurisdiction of Madhya Pradesh High Court-Gwalior Bench.

### **Reservation of rights**

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This bulletin is applicable for admission to Post Graduate Diploma in Management (Services), Post Graduate Diploma in Management (International Tourism Business), Post Graduate Diploma in Management (Tourism and Travel), Post Graduate Diploma in Management (Tourism and Logistics), Post Graduate Diploma in Management (Tourism and Cargo) and Post Graduate Diploma in Management (Leisure) programmes for the academic session 2011-13. However, Director IITTM reserves the right to make changes in requirements and regulations for admission, regulation for continuing the courses, contents of the courses, fee charges, or regulations affecting students, or make any other suitable modifications in any matter incidental or ancillary thereto, should these be deemed necessary in interest of the students or profession or the institute. All matters of dispute, regarding the above if any will be subject to the legal jurisdiction of Gwalior only.

Dr. Manjula Chaudhary  
Director