

**Indian Institute of Tourism and Travel Management**  
(An organisation of Ministry of Tourism, Govt. of India)



**Post-graduate Programmes**

**Admission Bulletin**  
**2009-2011**

# 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. 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 business)

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 and is equivalent to MBA programme. 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 at Gwalior and 79 seats at Bhubaneshar.
- 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.

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

***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 and is equivalent to MBA.

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 79 seats in the programme.

- v. Dual specialisation would be available to students in any two out of Event management, adventure tourism, and travel trade.

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### **PGDM (Services)**

#### *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.

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

#### *Offered at Gwalior and Bhubaneswar*

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 (IB) programme is unique among international management programs because we focus on

preparing our graduates to be leaders who possess a deep knowledge of the global political and business environments.

The (PGDM) IB programme provides learners with international as well as general business skills, and an opportunity for dual specialisation. With IITTM's core competence in tourism and travel- the largest global industry today, we prepare learners for this and also an opportunity to diversify in other sectors of global businesses.

Today international tourism and travel is the largest industry in the world. With phenomenal growth of tourism and travel it would require competent professionals to address managerial issues in this cross border business. The Government of India has decided that tourism units will be entitled for export house status with facilities of special import licences (SILs), free trading of these SILs, import of several items under these SILs, waiver of bank guarantee from imports, etc. This PGDM of IITTM shall focus on management of international business.

Besides multinational companies, export houses, world/ regional bodies, graduates of the International Business programme can find employment in tourism development, local government, and tourist boards or in the commercial sector- for example, airline and airport operators, hotels, tour operators and visitor attractions, as well as public and voluntary sectors of tourism related to industries around the world.

While many students seek careers in tourism organisations, the nature of their studies do not restrict them to this area of employment. All the programmes enable students to develop the range of transferable skills valued by all employers.

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. The learner would have the options of specialising in two electives of his/her choice, subject to availability of such courses at the respective centre. The objectives of this programme of study are manifold-

- i. Enable young learners develop a business sense and sensitise them to nuances of business scenarios international in nature.
- ii. Prepare for international tourism businesses with skills transferable to other international businesses.
- iii. Learn principles and practice of management with a holistic approach.
- iv. 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***

- 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 and 79 seats at Bhubaneshar.
- e. Dual specialisation would be available to students in any two out of Marketing Management, Financial Management, International Tourism Management, International Trade Operations, and Human Resources and Cross-cultural Management.

### **Fee Structure for Programmes\***

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

#### ***Fee structure for PGDM (Services) and PGDM (IB) programmes***

*First Year (for two semesters) Rs. 1, 04,000/-.*

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

*Second Year (for two semesters) Rs. 1,03,000/-*

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

#### ***Fee structure for PGDM (Tourism and Travel) and PGDM (Tourism and Leisure) programmes***

*First Year (for two semesters) Rs. 80,000/-*

Admission fee, tuition fee, educational trip, students' welfare, sports, cultural activities, educational trip, library and computer, examination fee, placement activities, caution money deposit, etc.

*Second Year (for two semesters) Rs. 53,000/-*

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

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\* 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 (Services), Gwalior***

Programme Chairperson  
PGDM (Services)  
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### ***PGDM (TT), Gwalior***

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### ***PGDM (IB), Gwalior***

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### ***PGDM (TT), Bhubaneswar***

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### ***PGDM (IB), Bhubaneswar***

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### ***PGDM (TL), Delhi***

Programme Chairperson  
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## Seats available in different programmes

S.N.	Name of programme	Study Center	Intake capacity	Reservation			
				UR	OBC	SC	ST
1.	PGDM (Tourism and Travel)	Gwalior	93	47	25	14	07
		Bhubaneswar	79	47	14	12	06
2.	PGDM (International Business)	Gwalior	93	47	25	14	07
		Bhubaneswar	79	47	14	12	06
3.	PGDM (Tourism and Leisure)	Delhi	93	47	25	14	07
4.	PGDM (Services)	Gwalior	93	47	25	14	07

## **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 and Physically handicapped candidates will be applicable as per Govt. of India rules. Candidates appearing for the final examination are also eligible to apply, provided they complete it by October 31, 2009. 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***

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. 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 May 01, 2009 with admission fees of Rs. 700/- (500/- in case of SC/ST) through a demand draft payable to **Director-IITTM**, payable at Gwalior.
2. A prospective student should appear for IITTM Admission Test on May 24, 2009.
3. Short-listed students will have to appear for GD and PI during June 19-21, 2009, at any one of the IITTM centres.
4. Declaration of result by June 24, 2009.
5. Counselling and initial fee deposit during July 11-12, 2009
6. Admission and full fee deposit by July 27, 2009
7. Commencement of teaching July 27, 2009.

### ***Admission Test***

Admission test shall be organised at different notified centres on May 24, 2009. 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 note**

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1. Institute shall not be responsible for any postal/ courier delays in correspondence related to admission process.
2. 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. 1000.00 will be deductible.
3. Once a candidate has taken admission in one of the programmes of IITTM at any of the centres, his/ her admission shall not be transferred to any other programme of the institute.
4. Admission to hostel is on merit and availability.

5. A candidate/ guardians must declare ailment and medical history, if any, at the time of admission.
6. Students on taking admission shall be deemed to have agreed to abide by the rules and regulations of the institute.
7. 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 Business), Post Graduate Diploma in Management (Tourism and Travel), and Post Graduate Diploma in Management (Leisure) programmes for the academic session 2009-11. 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. Sitikantha Mishra  
Director