

Indian Institute of Tourism and Travel Management

(An organisation of Ministry of Tourism, Government of India)

Govindpuri, Gwalior (MP)-474011

Tel.: +91-751-2345821/22, 4000110/112, Fax: +91-751-2344054



DONER'S Tourism Promoters Programme (TPP)

Admission Bulletin

**March 2012-August 2012
and
September 2012- February 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. 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)
- e. Post Graduate Diploma in Management (Tourism and logistics)

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.

The TOURISM PROMOTER PROGRAMME (TPP)

(For the students of North Eastern region)

Intake

Programme shall have an intake of 100 trainees divided into two groups for programmes commencing in March 2012 and September 2012.

Eligibility

- A youth from the North East Region residing within and outside the region with special focus on the girls, women, disabled youth and youth from BPL background or unreached areas.
- Participant should be a graduate (those in final year may opt for course beginning in September 2012)

The Ministry of DONER can fix additional criteria for the eligibility.

Reservation

As per the norms of Government of India/ Institute.

Selection

Admission to the programme would be based on Admission Test followed by Group Discussion and Personal Interview.

Admission Test

This component will have a weight of 70%. For the convenience of participant's admission test would be conducted at Delhi, Gwalior and Kolkata besides selected cities in all North Eastern States on January 15, 2011. Candidates must indicate their choice for written test centres in the application form.

Admission Test would be of 60 Minutes duration carrying 70 multiple choice questions. Questions will evaluate students for Language skills, Numerical Ability (X Standard Arithmetic), General awareness and Reasoning.

Group Discussion and Personal Interview

This component will have a weight of 30% (15% for GD and 15% for PI). GD and PI would be organized on February 20, 2012 at Delhi, Guwahati and Silchar. Candidates must indicate their choice for GD and PI centers in the application form.

Result

Final merit will be uploaded within a week's time after the GD and PI and candidates should note and selected candidates should report for the first programme by March 19, 2011.

Costs

The programme is supported by Ministry of DONER. Following are included in the support:

- Tuition fees
- Boarding and lodging at IITTM
- Fixed support to cover expenses during one month training (if outside Gwalior)

Ministry of DONER would also reimburse one time to and fro travel between hometown and Gwalior by Sleeper class.

Therefore, there are no costs to be borne by participants of this programme. However, candidates will have to bear any incidental costs for participating in written test and appearing in GD and PI

Program contents

The scheme of courses in the programme is as follows.

| S. No. | Course Title |
|--------|--|
| 1 | Introduction to Tourism and Hospitality |
| 2 | Tourism Products of India |
| 3 | Travel Agency and Tour Operations Management |
| 4 | Tourism Marketing |
| 5 | Sustainable Tourism Destination Development |
| 6 | Entrepreneurship in Tourism and Hospitality |
| 7 | Tour Guiding and Interpretation |
| 8 | Workshop: CRS and Technology in Tourism |
| 9 | Seminar: Contemporary Issues in Tourism. |
| 10 | Comprehensive Viva Voce and Training Report |

* **Note:** Entire curriculum recognizes and appreciates the importance of ethical work practices in profession.

Faculty

The regular faculty members of IITTM shall be engaged to take the classes. Efforts shall also be made to bring the experts from the tourism and hospitality Industry.

Pedagogy

The following pedagogy will be used in the class room

| Techniques | Importance/ Relevance |
|--|--|
| Presentation | To employ visual mode for flow charts, diagrams, animations etc, for better comprehension and retention |
| Case-based group discussion | To encourage students to apply the concepts learnt, for problem solving / decision making in the face of reality. To develop the interpersonal skills necessary for putting one's point forward and listening to others in a group. |
| Presentations by students | To develop clarity of thought and confidence for addressing the public. |
| Demonstration of models, equipment, processes. | Better conceptual understanding and retention. |
| Simulations | Linking the concepts with their application in the professional field. |
| Video films/ clips | To keep up students interest and to facilitate better understanding of processes and situations. |
| Group discussion | To increase awareness of the world wide events and how they affect one individually and as a society. To enhance interpersonal skills – the ability to either convince others or get convinced/ group decision making / negotiation |
| Brainstorming | To generate as many ideas as possible. To explore an issue multi-dimensionally. |
| Extension lectures | To provide knowledge of the latest developments in the field, by experts. |

In addition to the above this program will have extensive use of experiential pedagogy

| Techniques | Brief Description |
|---------------------|---|
| Field Visits | Students will visit on a popular tourist itinerary in India and practically observe the tourism and hospitality industry. |
| Industrial training | Students will undertake a month long industrial training in any tourism and hospitality organization. |
| Bulletin boards | Students paste cuttings of latest news from various newspapers, latest happenings in tourism and hospitality industry which can be of interest to faculty & students. |
| Event | Students will be encouraged to participate in various events on |

- Management campus and off campus.
- Media Watch Students to keep track of the current events analyse how they might affect them as :
- an individual
 - a professional
 - a society
 - the universe

Evaluation

- The TPP certificate shall be awarded on the basis of evaluation of the candidate, out of the marks prescribed for the subject concerned.
- There shall be both continuous internal evaluation and term end examination for each module/ course of study. This applies also to all practical / project work done as part of the course requirement.
- The division of marks will be as
 - Class Attendance (CA)= 20%
 - Continuous Internal Evaluation (CIE) = 30%
 - Term End Examination (TEE) = 50%
- To be eligible for the award of certificate a student shall have to pass in at least 60% of the total courses, whereas the pass percentage in each course will be 40%. There will be no reappear or make -up examination. Every fail candidate can enrol him/herself as fresh candidate in next programme.

Continuous Internal Evaluation: (out of 30)

| Sr. No. | Component | Frequency in the program | Description | Marks |
|---------|---|--------------------------|--|-------|
| 1 | Assignments/ field work activity/ seminar | (two best out of three) | The schedule for the test shall normally be made known to the students at the beginning of the program | 15 |
| 2 | Class test/ demonstration / presentation | | | 15 |

Term End Examination

- There shall be a term end examination of 50 marks for all courses other than workshop courses.
- No student will be allowed to appear at the term end examination without the required 75% attendance.

Workshop course evaluation

| Parameter | Marks |
|--------------------------------------|-------|
| Attendance | 20 |
| Presentation (one) | 20 |
| Activity/ practical assignment (one) | 20 |
| Course Viva | 40 |
| Total | 100 |

Certification

Each successful candidate shall be given a certificate by the IITTM and would mention "Program sponsored by Ministry of DONER & Ministry of Tourism". The names of all the successful trainees shall be uploaded on the websites of the IITTM.