

Sensitizing youth to tourism

Earn While You Learn



**Indian Institute of Tourism
and Travel Management,**
(An organization of Ministry of Tourism, Govt. of India)
Bhubaneswar 751019 Odisha
www.iittm.org

Background:

A training programme for youth of the country was run under above scheme titled as Training Volunteers for Commonwealth Games, wherein 3000 students were trained. Subsequently the scheme was extended to sensitize youth from other parts of the country. The success of the programme and the keen interest shown by the students has necessitated its continuation as a regular programme. IITTM, Bhubaneswar offers EWYL programme on its campus from May 21, 2012.

The programme will give opportunity to young people especially undergraduate students to orient and train themselves in tourism and also act as volunteers as and when needed. These trained people will also act as brand ambassadors of the tourism in country through their words and actions.

The Scheme

Ministry of Tourism, Government of India through Indian Institute of Tourism and Travel Management, offers EWYL programme for sensitizing youth to the concepts of tourism and tourism industry. Youth may utilize their summer vacations/ breaks to learn about tourism and opportunities therein.

This 21-day programme intends to impart appropriate knowledge and skills to learners so as to enable them to contribute to the tourism industry in a value based manner:

- To serve as student volunteers
- To prepare them as brand ambassadors of Indian tourism at critical points of interaction with tourists

The programme

The programme would offer a great learning environment and inputs from accomplished speakers. Besides lectures, the programme would increasingly use activity based learning. It would include

- Field visits
- Course material
- Tea and lunch during the programme
- Certification of completion
- A scholarship of Rs. 1000/- on completion of the programme

Number of Seats

EWYL programme at IITTM Bhubaneswar would admit 60 candidates.

Eligibility

Students pursuing graduation or having completed graduation in the 18-25 age groups. No Objection Certificate (NOC) from college/university/institution is required for joining this programme.

Admission

Candidates interested in participating in the programme shall apply in the prescribed format in response to advertisement issued by IITTM, Bhubaneswar.

If required , a test will be conducted at IITTM, Bhubaneswar on 17th May 2012 at 10.00 AM depending upon the number of applicants. Candidates shall have no claim as to location of the test centre.

A merit list on the basis of above will be prepared and the students will be admitted to training strictly on merit basis.

Admission process

1. Download application from IITTM website: www.iittm.org
2. Submit application by Monday May 14, 2012, along with application fees of Rs. 100/- through Demand Draft in favour of IITTM, payable at Bhubaneswar. The following to be submitted along with the application form:
 - a. Copy of document indicating date of birth
 - b. Letter from principal / competent authority of the college/ valid identity card indicating that applicant is a bonafide student of the institute.
 - c. Self Addressed envelope with Rs. 5/- postal stamp.

Training

The training will be conducted at IITTM Bhubaneswar campuses with the help of its own faculty and experts from the field.

The broad areas of learning will be following.

- ✦ Understanding tourism and its role in the society
- ✦ Organization of tourism in the country
- ✦ Tour attractions of India
- ✦ Tourism and Travel Business
- ✦ Creating tour experiences: Hosts and Guests

A combination of lectures, interactive sessions, simulation and one field visit will be used for training.

The training will be followed by an examination of 100 marks and a presentation (individual/ group) of 50 marks (written and oral both) on a tourist site.

Students will be declared pass only with minimum 90 per cent attendance and 50 per cent marks in the exam.

Certification

Each successful student will be given a certificate and Rs. 1000 as stipend.

Time line

Last date of application	May 11, 2012
Written test (if required)	May 17, 2012
Declaration of result	.May 18, 2012
Start of training	May 21, 2012
End of training	June 11, 2012

Contact

For any queries please contact:

Indian Institute of Tourism and Travel Management
Dumuduma, Bhubaneswar 751019 Odisha, India
Email: iittmb@gmail.com
Tel : 0674 – 2472014, Fax : 0674 - 2472013