



## **ABOUT THE INSTITUTION**



**With the creation of Ministry of Tourism in 1967 by Government of India, followed by comprehensive measures for development of tourism potential in the country by all stakeholders, it was realized that the country lagged one of the most crucial factors for holistic development, i.e. a properly groomed, professional human resource. As a result of the recommendation, inter-alia, made by a Parliament Committee, the Indian Institute of Tourism and Travel Management (IITTM) came into existence in 1983, as an apex Centre for Tourism Education and Research, as a registered society with its headquarters at New Delhi.**

**In 1992, the institute was shifted to Gwalior and was functioning from its own fully equipped campus since 1995-96. Over the years, the institute has been able to establish itself as a premier centre of excellence for Education and Training in Tourism management.**

**IITTM being a Premier Institute in Tourism is expected to expand the scope of its activities to various parts of the country to enable homogenous growth among all regions of the country keeping in view their unique identities. IITTM has three Nodal Centers at Bhubaneswar, Delhi, Goa and Nellore.**



## **NODAL OFFICER'S MESSAGE**



**Indian Institute of Tourism and Travel Management (IITTM), an Autonomous Body under 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 headquartered at Gwalior and campuses at Bhubaneswar, Noida, Goa and Nellore.**

**IITTM, Nellore is focussed on creating quality human resources with an endeavour to strive for excellence.**

**The students have gained professional insights from classroom learning from academic and industry experts, practical exposure through summer internships in various organization of repute.**

**Field experience is an added advantage; student study tour component to various destinations across India has helped the students to appreciate the nuances of tour operations. Different management events have been coordinated by students in and off campus and they have participated in number of academic and cultural events contributing productively towards developing interpersonal skills and self motivation traits.**

**It is believed that the students of IITTM are fine tuned to meet the contemporary requirements of the industry and are bound to excel.**

**Best Wishes...**

**Dr. S. Meera**

**Nodal Officer**

## **PLACEMENT COORDINATOR'S MESSAGE**

**It is a very pleasant and satisfying experience that our students have been widely admired by the Industry with greater enthusiasm year after year. In this direction, I take pleasure to thank all our past and future platform providers. Every year we brace up ourselves with new aspiration and spirit, leaving behind earlier records to set yet another benchmark.**

**We are thriving for excellence and we do believe that it is a continuous process, and, excellence indeed is a journey not a destination.**

**With renewed vigour and wide anticipation, I present the batch of 2018-19 for the recruitment for Final Placements.**

**Regards,**

**Abilash .R**

**Placement Officer**





## OUR NETWORK

IITTM is the founder member of UN-ESCAP promoted network of Asia Pacific Educational Training in Tourism (APETIT), established in 1997. IITTM is also the International focal point of APETIT and the Member of APETIT's Executive Committee. IITTM has various National as well as International Collaborations.

## INTERNATIONAL

- ✚ UNWTO Madrid, Spain.
- ✚ Travel & Research Association Lenington, Kentucky.
- ✚ International Organisation of Tour Operators, Australia.
- ✚ The Society of Travel & Tourism Educators World Travel & Tourism Council, Human Resource Centre.
- ✚ The National Geographic Society Pacific Asia Travel Association, Bangkok: Adventure Travel Society.
- ✚ Association of Scientific Experts in Tourism Association of International Meeting Planners.
- ✚ The International society of Meeting Planners, Scottsdale, Arizona.



## NATIONAL

- ✚ The Federation of Hotel And Restaurant Association of India
- ✚ Association of Domestic Tour Operators of India.
- ✚ Pacific Asia Travel Association, India Chapter.
- ✚ Travel Agents Association of India.
- ✚ Indian Association of Tour Operators.



## **INFRA - STRUCTURE AND FACILITIES**

**IITTM has well developed infrastructure and facilities at the IITTM, Nellore centre. Generous grants have been received from Ministry of Tourism to develop these facilities .**

### **LIBRARY**

**As an indispensable organ of any academic enterprise, the library consists of books on Tourism, Management, IT and allied subjects, reports, conference souvenirs, periodicals' archives, CD – ROMs etc. The library also boasts of a robust reference collection of encyclopaedias, dictionaries, literature and other subjects.**

**IITTM boasts of one of the best collection of books and journals on tourism in the whole South East Asian region.**





## IT CENTER

The computer labs equip students with necessary skills required in today's Intensive environment.

The faculty and students are provided with network nodes for 24x7 internet access, equipped with generic software like SPSS, MS – office in addition to industry specific softwares .

## CLASSROOM COMPLEX



The classrooms are equipped with air-conditioning, multimedia devices including OHPs, LCD Projectors and computers to foster a more interactive learning Environment.



## ALUMNI



The Institute prides itself in the comprehensive alumni network spread across all areas of the industry. Apart from regular classroom teaching, the alumni frequently visit the institute and interact with the students as to the recent trends in the industry. Alumni reunions are also organized regularly to foster a long lasting relationship between students and institute alike.









## Life @ IITTM

### PRERNA- THE MANAGEMENT VECTOR



The chief preoccupation of the society is to familiarize new students with the pre requisites of the management life - long working hours, making presentations, constant interactive processes, in a nutshell, making rigor a part of the students' smithy. The induction programme for freshers is the major event under its Agnes.

### CULTURAL CLUB

Art, Music and Dance are an integral part of our culture and the society aims to nurture such talents by integrating such activities with the campus life.



### SPORTS CLUB

IITTM lays strong emphasis upon the physical and mental well being of students, so that they can successfully cope up with the stressfulness of managerial life. Apart from Yoga lawns and well laid out jogging tracks, the club provides facilities for Cricket, Soccer, Table Tennis, Badminton and Volleyball. The annual Sports Week feature competitions in the aforementioned sports and student- faculty matches prove to be the highlighted events.



## ANNUAL EVENTS



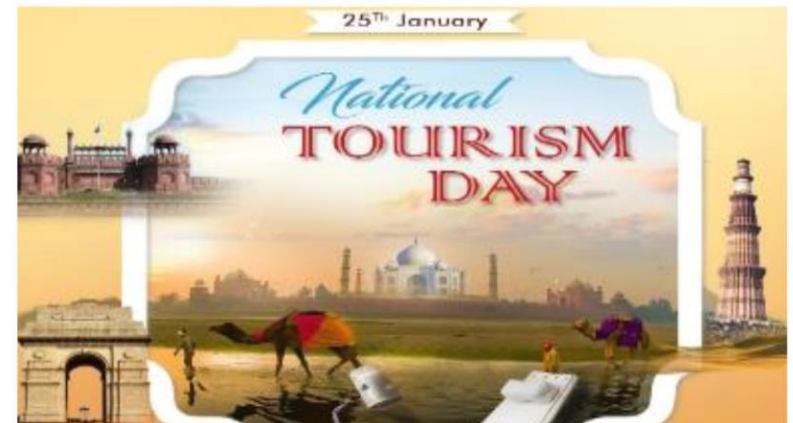
### **World Tourism Day**

The World Tourism Day is celebrated each year on 27 September. Apart from various cultural events and guest speakers, the National Tourism Quiz, with teams from all over the country forms the highlight of the event

The day begins with various competitions like Rangoli, Mehndi competitions along with Extempore and Creative Writing contests – the evening consists of cultural performances depicting the colours of India, with ethnic dresses being the theme of the event.

### **National Tourism Day**

The National Tourism Day celebrated each year on 25 January. Like World Tourism Day theme organized and celebrated by the students with various cultural activities and awareness walk.



# **CURRICULAM**

## **ABOUT**

**Programme of Tourism Management was established in the year 2013 under the faculty and offer MBA in Tourism and Travel Management. At present, the Institute offers two-year MBA (TTM) with a total intake of 60 seats.**

## **VISION**

**To strive hard for becoming a lead Center for Excellence in Tourism Education & Research nationally and internationally.**

## **MISSION**

**To make all possible endeavours for preparing students to work for tourism industry through advanced learning, training and research.**

## **GOALS**

**The Department aims at, promoting practical management skills alongside theoretical business knowledge.**

**Generating theoretical and actionable research. Fostering ethical, sustainable and entrepreneurial business culture and Delivering**

**pragmatic solutions to the industry Salient Features The academic programmes are designed to help the students learn and acquire theoretical knowledge and practical skills in Tourism, Travel and Hospitality sector and allied disciplines. These are the following important features on which the Department dwells on improving the quality standards of the teaching, learning and research. Typical combinations of teaching methods such as lectures, presentation, participation, demonstration, project works, case studies and field visits have been adopted to enhance the hands-on experience of the students.**

**A well-defined course syllabus has been designed to provide comprehensive, rigorous and contemporary theoretical and practical knowledge to the students, thereby meeting the expectations of tourism industry.**



## COURSE STRUCTURE

### SEMESTER – 1

- ✚ Tourism concepts & linkages
- ✚ Principles of management
- ✚ Basics of accounting & finance
- ✚ Business English and communication
- ✚ Indian history, society & culture
- ✚ Global tourism geography
- ✚ Foreign language - French

### SEMESTER – 2

- ✚ Organization behaviour & hr management
- ✚ Bio-physical endowments of India
- ✚ Travel agency & tour operation business
- ✚ Tribal heritage of India
- ✚ International tourism
- ✚ Managerial economics for tourism
- ✚ Foreign language – French
- ✚ Basics of adventure and sports tourism
- ✚ Tour guiding and interpretation
- ✚ Tour leadership & management

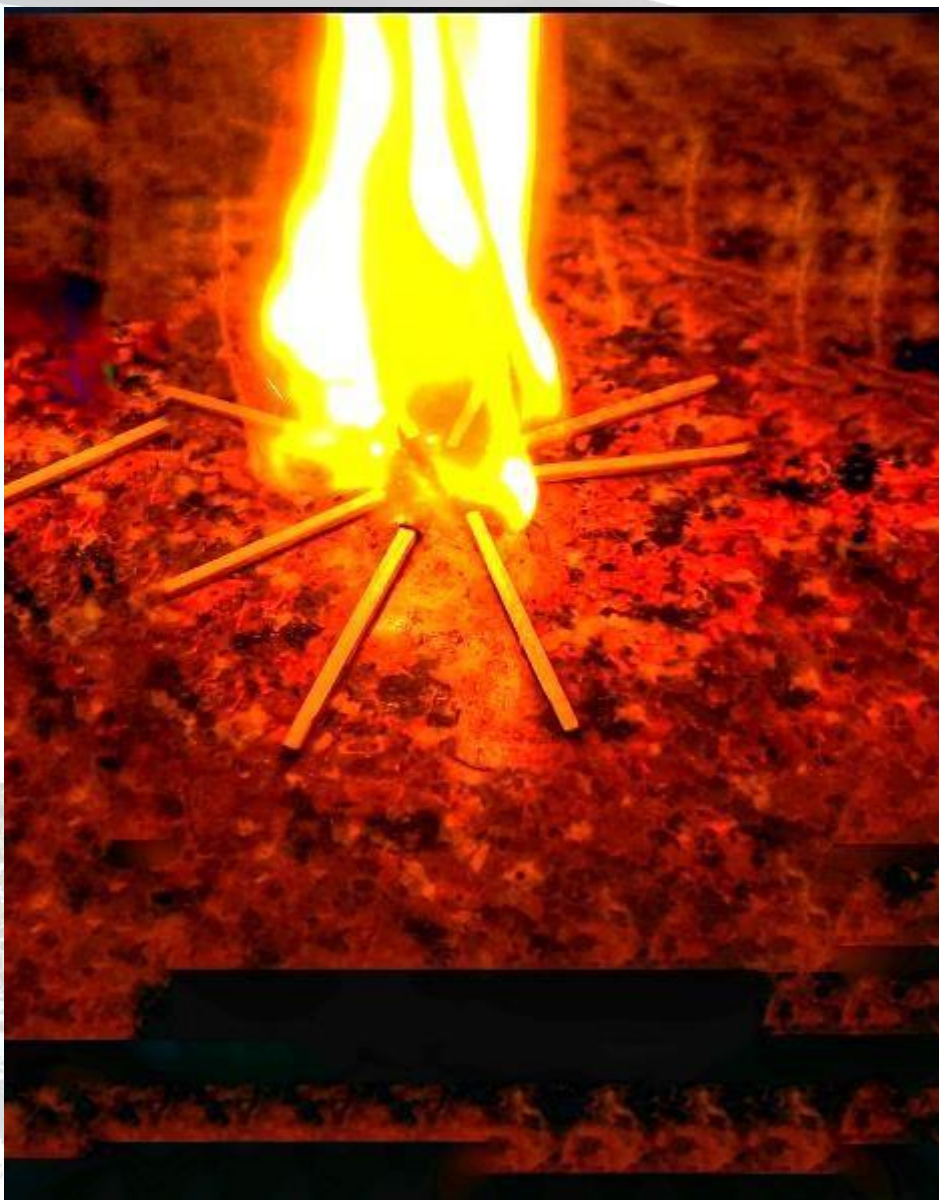
### SEMESTER – 1

- ✚ Tourism marketing
- ✚ Cultural tourism resources of India
- ✚ Tourism transportation
- ✚ Computer & management information system
- ✚ Itinerary preparation & tour packaging
- ✚ Research methodology
- ✚ Study tour report
- ✚ Summer training report
- ✚ Tourist behaviour & cross cultural management

### SEMESTER – 4

- ✚ Hospitality, hotel & hoteliering
- ✚ Destination planning & management
- ✚ On the job training report





## STUDENTS PROFILE



### **ABINESH M**

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**Qualification:** B.Com

**Work experience:** Fresher

**Summer Internship:** Balmer Lawrie, Chennai.

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### **ADITYA SULTANIA**

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### **ARAVINTHARAJ. S**

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### **ARPIT KHARE**

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(An Organisation of Ministry Of Tourism Govt. India)

Besides Venkaiah Swamy Temple - Golagamudi, Nellore District, Andhra Pradesh.