

Indian Institute of
Tourism and Travel
Management,

Gwalior 474011 MP

Sensitizing youth to tourism

Earn While You Learn

May 28- June 17, 2012



DON'T STOP. Aim higher...

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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. IITTM offered EWYL programmes through its different centers during the summers of 2011. The success of the programme and the keen interest shown by the students has necessitated its continuation as a regular programme. The Gwalior center offers EWYL programme on its campus during May 28- June 17, 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
- To make them aware about the nuances of tourism industry which they may choose to join at some future point of time.

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

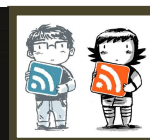
- Field visits
- Course material
- Tea and lunch during the programme
- Certification of completion
- Volunteer card from IITTM
- A scholarship of Rs. 1000/- on completion of the programme

Expectations from students

Students would however be required to bear the following expenses:

- Breakfast, dinner, accommodation, other personal effects

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- However, stay and food arrangements at nominal rates may be made at IITTM Gwalior, hostels on first come first serve basis.
- Travel expenses to and fro from place of residence to IITTM, Gwalior.

Programme duration and schedule

Two programmes of 21 working days' duration would be organized during summers during May 28, 2012 to June 17, 2012. Sundays would be utilized for field work/ visits, etc.

Number of Seats

EWYL programme at IITTM Gwalior 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.

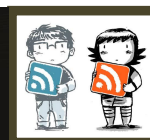
If required , a written test of 100 marks will conducted for 60 minutes at selected centers (to be informed to candidates later) depending upon the applicants' place of residence. Candidates shall have no claim as to location of the test centre. The test would comprise of multiple choice questions on current affairs, history, culture and general features of India (50 marks), aptitude (25 marks) and general English (25 marks).

A merit list on the basis of above will be prepared and the students will be admitted to training strictly on merit basis. In case of tie, supernumerary seats will be created to accommodate students of equal merit.

Admission process

1. Download application from IITTM website: www.iittm.org
2. Submit application by Friday, April 23, 2012, along with application fees of Rs. 100/- through Demand Draft in favour of Director- IITTM, payable at Gwalior. Submit with 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.
3. Appear in admission test if required at specified centres on Sunday, May 06, 2012.

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Training

The training will be conducted at IITM campuses with the help of its own faculty and experts from the field for 6 hours daily for 21 working days.

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, a student volunteer card and Rs. 1000 as honorarium.

Time line

Last date of application	April 23, 2012
Written test (if required)	May 06, 2012
Declaration of result	May 20, 2012
Start of training	May 28, 2012
End of training	June 17, 2012

Contact

For any queries please contact:

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