



सत्यमेव जयते



CAREERS OPPORTUNITIES IN TOURISM



**Government of India,
Ministry of Labour and Employment,
Directorate General of Employment,
National Institute of Career Service,
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CAREER IN TOURISM INDUSTRY

INTRODUCTION

In recent years, Tourism Industry has become one of the largest service industries in India. It is forecast that the contribution will rise significantly upto 2.5% of total GDP of India in 2025. The improved connectivity, better lodging facility and favourable government policy on visa reforms like visa-on-arrival have helped the Indian Tourism to thrive and flourish.

India is now one of the fastest growing outbound tourism markets in the world, second only to China. The United Nation World Tourism Organization (UNWTO) estimates that India will account for 80 million outbound tourists by 2025.

Travel and Tourism apart from generating revenue for the country also provide direct and indirect employment opportunity to millions of people. In recent years, data indicates the number of domestic tourist traffic has increased significantly and some of the reasons behind this is better road connectivity, evolving lifestyle of people, higher disposable income of the middle class segment etc. Similarly for foreigners, India has become an attractive and affordable holiday destination.

With an increasing number of international and domestic tourist, the demand for skilled professionals in travel agencies, tour operating companies, hospitalities and event management is rising. This demand is responsible to provide employment in tourism.

TYPE OF TOURISM

Adventure Tourism;- As a kind of tourism in India, adventure tourism has recently grown. For adventure tourism in India, tourists prefer to go for trekking to places like Ladakh, Sikkim, Himachal Pradesh and Jammu & Kashmir are popular for the skiing facilities they offer. Water rafting is also catching on in India and tourists flock to places such as Uttrakhand, Assam, and Arunachal Pradesh for this activity.

Wildlife Tourism;- The places where a tourist can go for wildlife tourism in India are Sariska Wildlife Sanctuary, Keoladeo Ghana National Park, and Corbett National Park.

Medical Tourism;- Tourists from all over the world have been thronging to India to avail themselves of cost-effective but superior quality healthcare in terms of surgical procedures and general medical attention. The city of Chennai attracts around 45% of medical tourists from foreign countries.

Pilgrimage (Teerth Yatra) Tourism;- India is famous for its temples and that is the reason that among the different kinds of tourism in India. Pilgrimage tourism is increasing most rapidly. The various places for tourists to visit in India for Pilgrimage are Vaishno Devi, Golden temple, Char dham, Mathura, Bodh Gaya and Varanasi.

Eco Tourism;- Eco tourism entails the sustainable preservation of a naturally endowed area or region. This is becoming more and more significant for the ecological development of all regions that have tourist value. For ecotourism in India, tourist can go to places such as Kanziranga National Park, Gir National Park, and Kanha National Park.

COURSES IN TOURISM INDUSTRY

Principles of Travel and Tourism;-

Students in these classes learn about the issues related to business and resource management, tourism's effect in the world economy and the political impact of tourism.

Hospitality Management

This class provides students with a background in how to properly manage all aspects of travel, lodging, food services, event planning, and information technology.

International Tourism;-

International tourism courses teach students about how global issues can impact the industry. Topics covered include politics, economics, sociology, environmental concerns and international tourism management. This class is usually required but can be taken anytime during a college career.

Financial Issues in Tourism;-

This course focuses on the business and financial decisions those employed in the tourism industry must take. Topics of interest include business financing, construction, sales management and currency exchange. This class is usually required and taken in the junior or senior year.

Tourist Planning;-

Students in this class design travel and tourism plans for potential customers, developing their skills in geography, finance and marketing along the way. Sales techniques are also covered in this course. This class is usually offered for junior and senior year students.

Cruise Ship Industry;-

A handful of programs offer a class that focuses on the specifics of the cruise ship industry. Students learn to evaluate various cruise ships, plan cruise ship itineraries and discuss contemporary cruise ship issues. This class is offered as an elective and students who are interested in earning an official certificate from the Cruise Lines International Association can take it for credit.

CAREER OPPORTUNITIES

The tourism industry is teeming with diverse career paths, each offering a unique blend of challenges and rewards. Here is a deeper dive into the myriad of roles:

Travel Consultant/Agent: These professionals curate bespoke travel experiences, providing expert advice and handling bookings, ensuring clients' seamless journeys.

Tour Guide: Passionate about local history and culture, tour guides offer insightful narratives, enhancing tourists' experiences at historical sites and attractions.

Hospitality Management: This broad category includes roles in hotels, resorts, and restaurants, focusing on delivering exceptional guest services and overseeing operations.

Event and Conference Planner: Specialists in this field organise a wide range of events, from corporate conferences to destination weddings, requiring meticulous planning and coordination.

Adventure Tourism Specialist: For those who thrive in the great outdoors, this role involves designing and leading activities like hiking, kayaking, and more, often in breathtaking natural settings.

Cultural Tourism Advisor: Experts in cultural tourism promote and manage heritage sites and cultural events, connecting visitors with a region's history and traditions.

Eco-Tourism Specialist: These professionals advocate for sustainable travel practices, working to conserve natural environments while enhancing the local community's well-being.

Travel Blogger/Content Creator: Creative individuals can carve a career in tourism by sharing their travel experiences and tips through blogs, videos, and social media, inspiring others to explore new destinations.

Airline and Cruise Operations: Roles in this segment focus on ensuring smooth operations and top-notch service in airlines and on cruise ships, enhancing the overall travel experience.

Tourism Marketing and PR involve crafting, compelling, marketing strategies and campaigns to attract tourists to destinations, resorts, or specific attractions, utilising a mix of traditional and digital media channels.

UNIVERSITIES/INSTITUTES OFFERING TRAVEL AND TOURISM COURSES

	Universities/Institutions	Website
1.	Indian institute of Tourism and Travel Management,- Delhi, Gwalior, Bhubaneswar, Nellore.	iittmnoida.ac.in
2.	Himachal Pradesh University,- Shimla.	hpuniv.ac.in
3.	Banaras Hindu University,- Varanasi.	bhu.ac.in
4.	Aligarh Muslim University,- Aligarh.	amu.ac.in
5.	Punjab University,- Chandigarh.	pu Chandigarh.ac.in
6.	Kerala Institute of tourism and Travel Studies,- Trivandrum.	kittsedu.org
7.	National Institute of Tourism and Hospitality Management,- Hyderabad.	nithm.ac.in
8.	Centre of Management Studies (CMS),- Dibrugarh University,- Dibrugarh Assam.	cmsdu.org
9.	Institute of Management Sciences, University of Lucknow,- lucknow.	lkouniv.ac.in
10.	Institute of Management Studies (IMS),- Ghaziabad.	ims-ghaziahad.ac.in
11.	Regional College of Management (RCM),- Bhubaneswar, Orrisa.	rcm.ac.in

SKILLS REQUIRED

Pursuing a career in tourism requires a distinctive set of skills to navigate the challenges and opportunities within this dynamic industry:

- ❖ **Customer Service Excellence:** The cornerstone of tourism, exceptional customer service skills, ensures guests' experiences are memorable and satisfying, fostering loyalty and positive word-of-mouth.
- ❖ **Communication Skills:** Effective communication, both verbal and written, is crucial for interacting with clients, colleagues, and stakeholders from diverse cultural backgrounds, ensuring clear and positive interactions.
- ❖ **Cultural Sensitivity:** A deep understanding and respect for cultural differences are essential, enabling professionals to provide services that are respectful, inclusive, and enriching for all clients.
- ❖ **Organisational Abilities:** Strong planning and organisational skills are vital for managing complex travel itineraries, events, and operations, ensuring efficiency and client satisfaction.
- ❖ **Adaptability and Problem-Solving:** The ability to adapt to changing circumstances and creatively solve problems is key in the fast-paced tourism industry, where unexpected challenges are common.
- ❖ **Language Proficiency:** Knowing multiple languages is a significant asset, facilitating better communication with international tourists and enhancing their travel experience.
- ❖ **Digital Literacy:** Proficiency in digital tools and platforms is necessary for marketing, bookings, staying connected with clients, and understanding industry trends.
- ❖ **Sales and Marketing Skills:** Understanding how to market and sell travel products and services effectively is crucial for driving business success in the competitive tourism landscape.
- ❖ **Leadership and Teamwork:** Strong leadership and the ability to work collaboratively are important for managing teams and delivering high-quality services.
- ❖ **Attention to Detail:** A keen eye for detail ensures that all aspects of travel and hospitality meet or exceed client expectations, from itinerary planning to accommodation and activities.

QUALIFICATION & ESSENTIALS

		COURSE NAME	ESSENTIAL
1.	BA in Travel & Tourism Management)	*Bachelor in Tourism Studies.	12 th pass in any recognised Board.
2.	MA (PG Courses in Travel & Tourism Management)	*Master of Tourism Administration. *Master in Travel Administration. *M.A. in Tourism Management.	Graduation + Entrance Exam + Group Discussion + Personal Interview.
3.	Diploma (PG Courses in Travel & Tourism Management)	*PG Diploma in Travel and Tourism. *Dip. in Tourism & Hotel Management. *Dip. in Airline, Travel & Tourism.	Graduation + Entrance Exam + Group Discussion + Personal Interview.

NOTE: For detailed information relevant Websites may be searched by referring the name of Institute or platform in the search.

SOURCES: Employment News and relevant Websites.

TO CONTACT

**Director,
National Institute for Career Service (NICS), Directorate General of
Employment, Ministry of Labour and Employment,
Government of India,
A-49, Sector 62, NOIDA-201309.**

Google Map Link: <https://goo.gl/maps/sdiP3JLa4Ew>

Contact No. : 0120-2405623,24,25.

Email ID : nicsnoida-cirtes[at]gov[dot]in, cirtesnoida[at]gmail[dot]com,
nicsnoida.trg[at]gmail[dot]com

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