

Government of India
Ministry of Tourism

Scheme titled 'Earn While You Learn' - Sensitizing Youth to Tourism- A Training Programme

i) Objective

The programme will attempt to inculcate appropriate tourism traits and knowledge amongst the trainees which will enable them to act/work as student volunteers.

ii) Conduct of the programme

The Indian Institute of Tourism & Travel Management shall conduct the programme in collaboration with the Air India.

iii) Funding of the programme

Funds shall be provided to the IITTM under the MoT's Scheme of Capacity Building for Service Providers.

iv) Duration

Each programme shall be of a duration of 21 working days and the endeavour shall be to organize five programmes in a year. It will be a full time programme.

v) Frequency

The first programme shall be organized in Delhi on pilot basis. The scope and sweep of further programmes, including the frequency thereof, shall draw upon the experience of the pilot programme.

vi) Intake

Each programme shall have an intake of 60.

vii) Course contents

Some of the topics, to be covered during the programme, shall be:

1. Indian Society and Culture
 - a. Important Monuments of India
 - b. Monuments of Delhi
 - c. History of India
 - d. Indian Art, culture & Tradition
 - e. Dances, Music, Sculptures of India
 - f. How to draw up programmes/ itineraries
 - g. Dos and Don'ts at Monuments

2. An overview of Tourism Travel & Hospitality Industry

- a) Elementary knowledge of Travel & Tourism business
- b) Frontier Formalities. Aviation Industry, Indian Railways, Surface Transportation, STDCs/ ITDC
- c) Sports Tourism

3. Managerial & Behavioural skills

- a) Handling Emergencies
- b) Inter- Personal behaviour, Group behaviour
- c) Etiquettes and Manners
- d) Public Speaking / presentation

The course contents shall be worked out in consultation with the ASI, the Institute of Archaeology and eminent academicians.

viii) Faculty

Efforts shall be made to bring in guest faculty from the Tourism & Travel Industry, regional level guides, as also from the Institute of Archaeology and the National Museum Institute amongst others.

ix) Eligibility

A college- going students who is pursuing a graduation course or is a graduate and who has attained an age of 18 years but is not more than age of 25 years shall be eligible for the training programme. The candidate shall also furnish a no-objection/ sponsorship letter issued by the Principal concerned as to his/ her joining the programme.

x) Weightage

A candidate with acceptable foreign language proficiency (a degree or a recognized certificate course) shall be entitled to additional five marks. Further, a candidate who is pursuing a BA course, or possesses this degree, with History, Archaeology, Fine Arts, Geography, Tourism & Travel or Indian Culture as one of the subjects shall also be entitled to additional three marks. These additions shall be available separately but on the condition that such additions shall not take a candidate's marks beyond 50 (maximum marks for the test prescribed). That means if a candidate scores 46/50 and he/ she is a BA or studying in BA and also knows a foreign languages, his/ her marks shall be taken as 50/50.

xi) Selection

There shall be a written entrance examination of 60 minutes duration. The test shall carry maximum marks of 50. The test may comprise an essay in English of about 100 words and an aptitude test as well as a few questions on current affairs and history.

xii) Application fee

There shall be an application fee of Rs. 100/- per candidate to enable the IITTM to meet the cost of conducting the Entrance Examination and other pre-programme administrative cost.

xiii) Publicity

The IITTM shall publicise the training programmes by inserting advertisement in the newspapers and also hoisting the ad on its website. The IITTM shall also write to the Principals of the Colleges of the area to sensitize them and enlist their support to the programme.

xiv) Certification

The trainees shall be required to appear in an end- of- the programme test and shall also make a presentation of 10 minutes on a monument. Each successful candidate shall be given a certificate by the IITTM as well as rupees one thousand as honorarium. The names of all the successful trainees shall be put on the Websites of the IITTM, as also of the Ministry of Tourism. A successful trainee shall carry the designation 'Student Volunteer' while on a professional engagement.
