

Indian Institute of Tourism and Travel Management (IITTM)

An Autonomous Body under the Ministry of Tourism, Government of India

ADVERTISEMENT FOR ENGAGEMENT OF RESEARCH ASSISTANT (02 POSTS)

Purely Contractual, Co-terminus with the Project

Impact Assessment Study of Tourism Interventions in Varanasi (Kashi-Sarnath), Uttar Pradesh

Sponsored by the Ministry of Tourism, Government of India

1. About the Project

IITTM has been entrusted by the Ministry of Tourism, Government of India, with an independent impact assessment of tourism interventions undertaken by the Ministry of Tourism, the Varanasi Development Authority, and the Government of Uttar Pradesh in Varanasi (Kashi-Sarnath). The study covers eighteen identified tourist locations and seven stakeholder categories - domestic and international tourists, local residents and community members, tourism service providers, street vendors and informal sector participants, government officials and local administration, representatives of cultural and heritage institutions, and other relevant respondents across visitor experience, infrastructure, livelihoods, digital adoption, branding, and sustainability.

This is a highly time-bound, high-stakes research assignment directly commissioned by the Ministry of Tourism against fixed, Ministry-reviewed milestones. Applicants should apply only if they are able to commit fully to an intensive field and reporting schedule for the entire contract period.

2. Positions and Remuneration

Particulars	Details
Post	Research Assistant
Number of posts	02 (Two)
Remuneration	Rs 40,000/- per month (consolidated, inclusive of all allowances)
Duration of engagement	05 months, purely on contract, co-terminus with the project. The engagement stands automatically terminated on completion, curtailment, or closure of the project, whichever is earlier.
Place of posting	IITTM NOIDA and Field-based in Varanasi (Kashi-Sarnath) for the duration of data collection.

3. Essential Qualifications and Experience

1. Master's degree in Tourism Management, Social Work, Sociology, Economics, Statistics, Rural Development, Mass Communication, Geography, or a related social science discipline from a recognised university.
2. Fluency in Hindi and English, spoken and written.
3. Digital Competency.
4. Working knowledge of quantitative and qualitative research tools, data analysis, and data visualisation.
5. Willingness to be based in Varanasi for the duration of fieldwork, including sustained stay for data collection, focus group discussions, and key informant interviews, and to shuttle between Noida and Varanasi as required by the project schedule.

4. Desirable

- Prior research experience working on survey-based research, impact assessment, or social/development-sector research projects on a Ministry of Tourism, State Tourism Department, or other government-sponsored destination assessment or development-sector research project.
- Prior residence in or extended familiarity with Varanasi/Sarnath.

5. Key Responsibilities

- Administer survey instruments across tourists, residents, service providers, vendors, government officials, and cultural/heritage institution representatives at the eighteen identified locations in Varanasi.
- Coordinate field enumerators and manage day-to-day field logistics and scheduling in Varanasi.
- Undertake geo-tagged, time-stamped photographic documentation to support the before-after assessment.
- Maintain the field diary, data logs, and data quality protocols.
- Carry out data entry, validation, and support transcription of qualitative material.
- Coordinate and support the conduct of focus group discussions and key informant interviews.
- Contribute to the drafting of the Inception, Interim, Draft, and Final Reports.

6. Terms and Conditions

(i) The engagement is purely contractual and co-terminus with the project. It confers no right or claims to regular employment in IITTM.

(ii) Remuneration is consolidated and inclusive of all allowances. No other allowance is admissible.

(iii) Travel and stay during authorised field visits will be reimbursed as per Institute norms from the project provision.

(iv) The Institute reserves the right to fill or not to fill the positions, to modify the number of positions, and to fix criteria for shortlisting higher than the minimum prescribed.

(v) Candidates already in regular/contractual employment must apply through proper channel or produce a No Objection Certificate at the time of interview.

(vi) Mere fulfilment of the essential qualification and experience does not entitle a candidate to be called for interview; shortlisting will be at the Institute's discretion.

(vii) In case of any dispute, the decision of IITTM shall be final and binding.

7. How to Apply

Applications in the prescribed format at Annexure, along with a single consolidated PDF containing the curriculum vitae, self-attested copies of certificates, and a one-page statement of relevant field experience, must reach **director@iittm.ac.in** with CC to **ankita.devnath@iittm.ac.in** with the subject line "**Application for Research Assistant, Varanasi Impact Assessment Study**" by **1800 hours on 27th August 2026**.

Incomplete applications, applications received after the deadline, or applications not in the prescribed format will not be considered. Selected candidate will be called for offline interview at IITTM NOIDA campus.

8. Contact

Dr. Aditi Choudhary, 84473 80619, aditi.choudhary@iittmnoida.ac.in

Dr. Ankita Devnath, 98910 62502, ankita.devnath@iittmnoida.ac.in

(Director I/C)