



An Autonomous body Under
Ministry of Tourism
Government of India

IITTM

**INDIAN INSTITUTE OF
TOURISM AND TRAVEL
MANAGEMENT**



Govindpuri, Gwalior - 474 011 (M.P.)
Website: www.iittm.ac.in

VACANCY

IITTM requires Managers and Assistant Managers to be engaged on temporary basis for assisting Central Nodal Agency in Rural Tourism. IITTM in effective implementation of the National Strategy for Rural Tourism launched by the Ministry of Tourism, Government of India.

Central Nodal Agency – Rural Tourism

Manager-01

- **Essential Qualification & Experience:** MBA(Tourism) or equivalent degree intourism with a minimum of 5 years of experience in the Tourism Research, Rural/ Adventure/ Sustainability/ Eco Tourism and allied sectors.
- **Desirable:** Candidates with higher qualification and suitable experience shall be given preference.
- **Age Limit:** Not more than 40 Year (As on 30.10.2024).
- **Remuneration:** Rs 70,000/- per month

Assistant Manager-01

Essential Qualification & Experience: MBA (Tourism) or Relevant Master Degree with 2 years' experience with Tourism Research, Rural/Adventure/ Sustainability/ Eco Tourism and allied sectors and related works.

- **Desirable:** Candidates with higher qualification and suitable experience shall be given preference.
- **Age limit:** Not more than 35 Year (As on 30.10.2024).
- **Remuneration:** Rs. 50,000/- per month

The candidates may apply online through application form available on institute website from 31.10.2024, 5:00 PM onwards and email the same to director@iittm.ac.in, along with application fees of Rs.500/- in the form of demand draft in favour of 'Director -IITTM' payable at Gwalior. Please visit for more details: www.iittm.ac.in. Last date to apply is 11.11.2024.

Director

**Notification for engagement of Manager & Assistant Manager for Central Nodal Agency Rural
Tourism & Rural Homestays of Ministry of Tourism, Government of India
Dated 31.10.2024**

TERMS AND CONDITIONS

Manager: No. of position (01)

Assistant Manager: No. of position (01)

Profile Description:

Designation	Manager	Assistant Manager
No. of posts	01	01
Location	IITTM Gwalior	IITTM Gwalior
Qualification & Experience	MBA(Tourism) or equivalent degree in tourism with a minimum of 5 years of experience in the Tourism Research, Rural/ Adventure/ Sustainability/ Eco Tourism and allied sectors.	MBA (Tourism) or Relevant Master Degree with 2 years' experience with Tourism Research, Rural/ Adventure/ Sustainability/ Eco Tourism and allied sectors and related works.
Nationality	Indian	Indian
Age Limit	Not more than 40 years (As on 31.10.2024)	Not more than 35 years (As on 31.10.2024)
Nature of Engagement	Contractual	Contractual
Period of Engagement	1 year	1 year
Remuneration	Rs 70,000 (Fixed) (includes out-of-pocket expenditure and statutory deductions)	Rs 50,000 (Fixed) (includes out-of-pocket expenditure and statutory deductions)
Selection Procedure	Multiple rounds of Interview by IITTM and Ministry of Tourism	Multiple rounds of Interview by IITTM and Ministry of Tourism

Manager - 01

Eligibility:

- Relevant experience in handling Central/State Government Funded Tourism Designation Development Projects pertaining to rural tourism sector covering formulation, execution, implementation, research, monitoring and evaluation of tourism and hospitality projects.
- Experience of undertaking projects in India pertaining to tourism, hospitality industry, infrastructure development for State/ Central Governments is preferred.
- Experience in working on projects related to rural development (Desired qualification).
- Excellent copy writing and creative writing skills.
- Strong verbal and written communication skills.

Job Description:

- Enhanced synergy through liaising between Central and State Government for effective implementation of the National Strategy and Roadmap for Development of Rural Tourism in India and National Strategy for Promotion of Rural Homestays.
- Assistance in mainstreaming villages in the Indian tourism sector through coordination for effective implementation of the policy, strategies and roadmaps related to rural tourism.
- Assistance in research and preparation of Tourism Development Plans, Project Proposals, Concept Presentations and Pitch Presentations for various projects of the Ministry of Tourism pertaining to rural tourism.
- Assistance in monitoring and evaluation to review progress in effective implementation of various schemes, initiatives and projects under the National Strategy and Roadmap for Development of Rural Tourism in India and National Strategy for Promotion of Rural Homestays published by the Ministry of Tourism.
- Coordination with state government and leading industry players for seeking expert guidance for improved efficiency on rural tourism specialized projects.
- Assistance in identifying national and global best practice and prepare tool kits for their replication by the States.
- Undertake qualitative and quantitative research for benchmarking policies and standards and preparation of model policies and standards.
- Assistance in capacity building measures including setting up of Resource Centres and Centres of Excellence, conduct of workshops, visits and training programmes.
- Suggest policy measures, guidelines, strategic interventions and initiatives to promote growth and development of rural tourism sector in the country.
- Facilitating adoption of digital technologies for rural tourism.
- Organize and coordinate with stakeholders for meetings and presentations.
- Any other support, which can facilitate the development of rural tourism in the country

Location: IITTM Centre

Date: Immediate Joining

Remuneration: Rs 70,000/- P.M

Assistant Manager - 01

Eligibility:

- Post graduation in tourism or Rural Development/Management equivalent to MBA with a minimum of 2 years of experience.
- Excellent creative and copywriting skills.
- Strong verbal and written communication skills.
- Professional Experience/ Education in Tourism.
- Knowledge of digital marketing tactics, email marketing and social media management.
- International Exposure for outreach, public relations and networking.
- Experience with Graphic designing with special attention to detail.
- Full understanding of all social media platforms.
- Must be able to juggle multiple projects at the same time.

Job Description:

- Ensure effective implementation of various policies, schemes, initiatives, strategies and roadmaps of the Ministry of Tourism at the state level.
- Undertake in-depth research and analysis to provide valuable inputs for preparation of Concept Notes, Concept Presentations, Pitch Presentations, Perspective Plans and other relevant reports for promotion and development of tourism.
- Provide support for developing regulatory frameworks and managing tourism Programmes and projects to facilitate improvement of infrastructure, creation of tourism products and services for destination development, marketing and investment promotion.
- Coordination for organizing stakeholders' consultations, capacity building workshops and other meetings for conceptualization, implementation and monitoring of tourism projects.
- Preparation and follow up for meetings, presentations and projects.
- Assist in carrying out overall marketing of all the initiatives of CNA-RT&RH and maintain a digital presence.
- Actively involved in creation of awareness about Rural Tourism and National Strategy.
- Coordination with all the stakeholders i.e. the states, NGOs, industry for collaborations PR.
- Assist in content creation of a website (Rural Tourism India) and optimization/marketing/ promotion of the website.
- Involved in creation of a detailed Social Media Strategy and content creation, edit, proofread and improve content and post analyzing traffic response metrics.
- Analyze current trends and curate ideas for improving engagement on social media accounts. Responsible for analyzing the overall digital performance periodically and recommending changes to improve performance. Assist in graphic design for making presentations and other promotional materials.
- Assistance in capacity building measures including setting up of Resource Centers and Centers of Excellence, conduct of workshops, visits and training Programmes.

- Suggest policy measures, guidelines, strategic interventions and initiatives to promote growth and development of rural tourism sector in the country.
- Facilitating adoption of digital technologies for rural tourism.
- Organize and coordinate with stakeholders for meetings and presentations.
- Any other support, which can facilitate the development of rural tourism in the country.

Location: IITTM Centre

Starting Date: Immediate Joining

Remuneration: Rs 50,000 per month

Leave Policy

Leave Policy: Project Associate shall be entitled for leave at the rate of 1.5 days of each completed month with no accumulation of leave beyond a calendar year on a pro-rata basis. Further, the absence up to one month may be considered without remuneration.

Code of Conduct: The Project Associate shall be expected to follow all the rules and regulations of the IITTM/Government of India which are in force. He/she will be expected to display utmost honesty, secrecy of office and sincerity while discharging his/her duties.

Police Verification: Police verification shall be done as per the latest instructions issued by MHA. In case the police verification is received as negative, the contract of the Project Associate shall cease to exist with immediate effect without any notice.

Application Fee: Eligible applicants have to remit a non-refundable application fee of Rs.500/- (Rupees Five Hundred Only) in IITTM's bank account No 034422010000053 IFS CODE UBIN0903442 of Union Bank of India, Phalka Bazar, Gwalior (MP) through NEFT/RTGS and fill up the transaction Reference Details in the application form before submitting the form.

The candidates may apply online through application form available on institute website from 31.10.2024, 5:00 PM onwards and email the same to ***director@iittm.ac.in***, along with application fees of Rs.500/- in the form of demand draft in favour of 'Director -IITTM' payable at Gwalior. Please visit for more details: www.iittm.ac.in. Last date to apply is 11.11.2024.



APPLICATION FORM-CNA RT

*Tick in the appropriate box

Managers*		Assistant Managers*	
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Please affix a recent
passport size photograph

1. Full name

Married	Single	Male	Female	Prefer not to say
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Father's/Husband's name (Strike out whichever is not applicable)

3. Present address:

4. Permanent address:

Office:

Residence:

Fax:		
E-Mail:		
Telephone:		

5. Date of birth
(in figures)

Day	Month	Year

6. Academic Record starting with matriculation: (Please attach self-attested photo copies of certificates/Mark Sheets)

S. No.	Certificate/Degree	Board/ Institution	Division	% of marks	Specialization

7. Employment (Particulars of your past position(s))

Employer	Position held	Exact Date to be given		Pay level	Nature of Duties performed
		From	To		

8. Details of last drawn: (supporting certificate-LPC to be attached)

Pay level	Basic	Allowances	Total
		DA+HRA+TA+others	

9. Anyother information which you may like to mention:

10. Details of enclosures:

S. No.	Particulars of enclosures
1	
2	
3	
4	
5	
6	
7	
8	

11. Application Fee: In the shape of NEFT/RTGS in the following bank account details

Application Fee	Bank and Branch	Account No	IFS CODE
		034422010000053	
Rs.500	Union Bank of India, Phalka Bazar, Gwalior	Beneficiary Name: Director IITTM	UBIN0903442
Transaction Reference Details			
Please fill-up the transaction details in the below mentioned table			

12. I, hereby, declare that all entries in this form as well as attached sheets are true to the best of my knowledge and belief.

(Signature of the Candidate)

Place:

Date