



UN International Symposium on Sustainable Tourism Development
Tehran, Iran 14-16 October, 2014



Warm Greetings (Namaskar)



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University Education in Tourism Studies and Facilitating Career Starts for Graduates : *Programmes and Experiences of Pondicherry University*



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Outline

- 1. India . . . Land of diversities**
- 2. Tourism, Education and Employment**
- 3. Pondicherry University – Academics**
- 4. DTS and Programmes**
- 5. Graduates profile and Career anchor**
- 6. Culture of Capacity and career building**
- 7. Experience**
- 8. Sustainability**

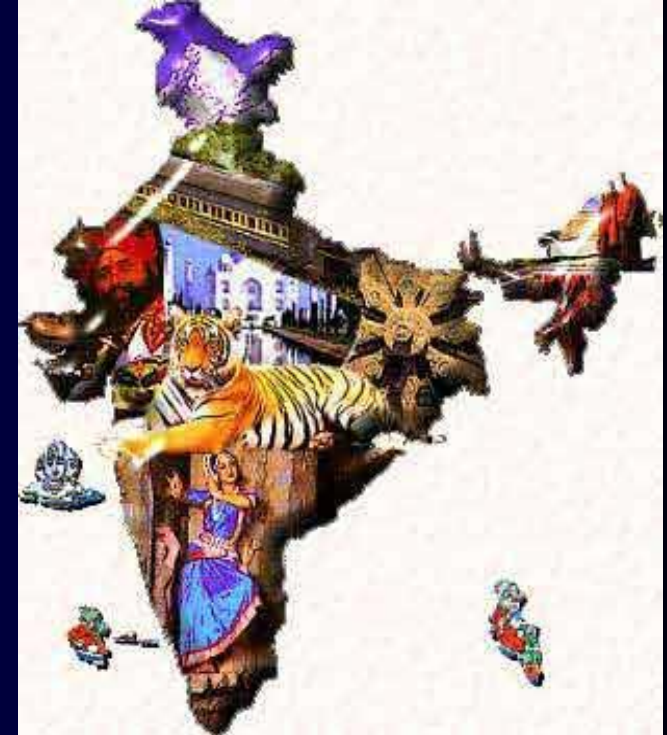


1. Republic of India . . . Land of diversities

- One of the oldest civilization
- Area of 3.28 millions sq. km, - 7th largest
- Administrative division and legal system

States/UTs	36
Districts	640
Sub-districts	5,924
Towns	7,935
Villages	0.64 million

- Several cultures, traditions and norms
- 2000 ethnic groups and major religions
- 325 languages spoken – 1,652 dialects and 22 official languages
- 1.2 Billion People ... 17.5% of the worlds population
- Second largest internet base in the world



Source : www.india.govt.net



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2. Tourism, Education and Employment

- South Asia (+6%) showed solid growth in 2013, India with 4% growth (7 million arrivals)
- Employment generation at all skill levels (9.24%)
- Labour intensive sector with Multiplier and Spill Over effect
- Emphasis on developing HR at:
 - *Human Capital in the Tourism Industry of the Twenty-First Century,*
 - *Madrid Declaration on Tourism Human Resources*
 - *Development and Tourism Education Summit*

Source : unwto reports



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Cont...

- **No significant growth in employment generation after 2002**
- **Decline in Employment Coefficient (foreign and domestic)**
- **Initiatives in India - Seventh Five year Plan**
- **50 Universities / Institutes produce about 2500 professionals in a year**
- **But, requirement is 3.5 millions of professionals by 2020**
- **Still acute shortage and certain social obstacles**
- **40% professionals shift career to other emerging services**
- **Concern towards quality and employability**

Source : unwto reports



3. Pondicherry University – Academics

- **Pondicherry University (1985) - 780 acres of land – 15 Schools with 37 Departments and 10 Centres - 115 programmes offered to more than 5,000 students on Campus**
- **About 450 teaching and more than 2000 non-teaching staff employed**
- **Member of the Association of Commonwealth Universities and signed MoU with several foreign Universities/ Institutions.**
- **School of Management offers**
 - 1. MBA (General)*
 - 2. MBA (Tourism Studies)*
 - 3. MBA (Banking Technology)*
 - 4. MBA (International Business) and*
 - 5. MBA (Insurance)*
- **Attracts students from all over India and abroad**



Source : www.pondiuni.edu.in



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4. DTS and Programmes

- Ministry of Tourism and Civil Aviation, Government of India - Seed financial grant - started Centre for Tourism Studies in 1991 (offered MTA)
- During 2003-2004 upgraded as Department of Tourism Studies (DTS) - MTA Programme rechristened as MBA (Tourism) Programme.
- DTS is an Associate member of TAAI, a Member of IATO and SIHRA
- One among three to get financial assistance under UGC –SAP (DRS–1) and only one in the country to admit at SAP – DRS – II in tourism discipline.
- Programmes and facilities at present:
 - *MBA-Tourism (72 intake for a Batch)*
 - *Ph. D. (full-time = 16 and part-time = 8)*
 - *7 Faculty members – strong academia*
 - *3 Office staff*
 - *Wi-Fi Campus*
 - *Green lawns and beautified corridors*
 - *Library - access to online resources*



Source : DTS Documentation



Cont...

- **DTS – Rationality**

Vision : *Become a change agent to nurture leadership with attributes of values, ethics, socially sensitive and humanly responsible by imparting relevant quality education for present and future tourism business needs*

Mission : *Striving towards inspiring graduates and enriching tourism management practice and leadership by:*

Designing distinctive programmes - relevant, contemporary and participative

Developing - personally and professionally

Promoting practical and actionable skills

Fostering employability - career focus

Delivering graduates – ready to perform

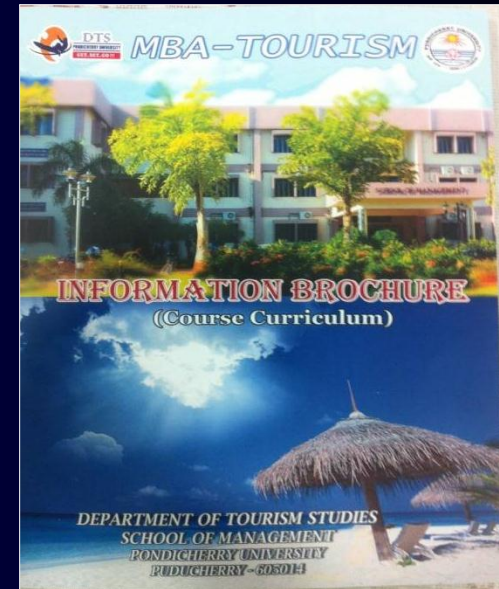


Core Values: *Reflect in relations the fraternity feel with understanding, identifying and nurturing inner capabilities, and appreciating the habit of sharing for the well being of tourism fraternity.*



MBA – Tourism Programme

- **First in India to offer MBA – Tourism**
- **Two-year Full-time (Four Semesters)**
- **Innovative Programme with blend of management orientation (101 credits)**
- **Revising syllabus for every three years**
- **Industry relevant course curriculum**
- **Focus on imparting both theory as well practical exposure**
- **Provision to field experience**
- **DTS – Drive To Succeed**



Source : DTS Documentation



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5. Graduates profile and Career anchor

- Admission based on the national level test
- Graduates from across the Country
- Background with different streams of studies
- Out of 130 students 22 female (28.6%)
- Many representing socially and economically weaker sections



Source : DTS Documentation



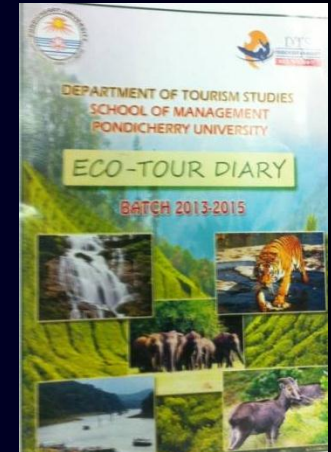
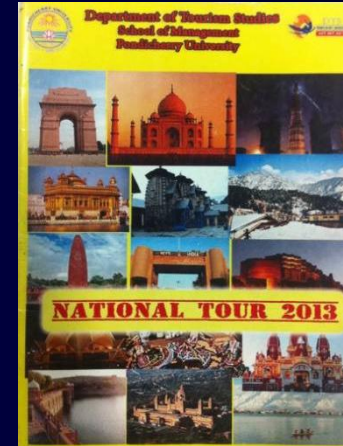
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6. Culture of Capacity and Career Building

Curriculum Activities

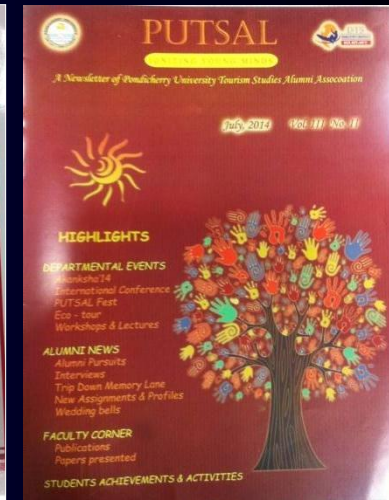
- Team of faculty – All hands know each other
- Initial orientation to unlearn and relearn
- Faculty Lesson Plans
- Creating thinking class with enabling system
- Faculty Advisory Meet –Continuous counseling
- Four Property Visits - Report
- A week long eco-tour with diary
- National level long tour with diary
- Summer Internship - Report
- Dissertation Report



6. Culture of Capacity and Career Building

Co-curriculum Activities

- Akanksha – Annual Interface Event
- World tourism day celebration
- Alumni Meet
- Celebration of festivals
- Organizing special events
- Magazine – Yatra
- Newsletter – PUTSAL
- Placement Brochure
- Industry Sponsored workshops
- Conferences / Seminars



Source : DTS Documentation



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7. Experience

- **Admitting unemployables**
- **Creating enabling system**
- **Process starts at bottom level**
- **Encounter reactions**
- **Making them realize**
- **Keep on track of career path**
- **Preparing for final placement**
- **Inviting industry on campus**
- **Conducting campus placement**
- **Placing students**
- **Satisfied by looking at smile**



Source : DTS Documentation



Welcome to Experience us

- Admission open for all
- Notification – **March**
- Entrance Exam – **May last week**
- Admission – **July First week**
- Classes Commencement – **July second week**
- Semester End Examinations - **November and April**
- Placement Session – **December**
- Foreign students admission – **application through proper channel**
- Admission fee - **\$500 (for developing countries)**
- Accommodation – **Separate hostel**
- **Placement Assistance**



8. Sustainability

- **Industry - Ethics in Business and values in employment offering**
- **Academics - Relevant curriculum to meet industry expectations**
- **Government - Policy to support skill development schemes**
- **Society at large – Healthy human development**



Thank you
for your kind attention



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