Warm Greetings
(Namaskar)
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 civilizations
- Area of 3.28 millions sq. km, - 7th largest
- Administrative division and legal system

<table>
<thead>
<tr>
<th>States/UTs</th>
<th>36</th>
</tr>
</thead>
<tbody>
<tr>
<td>Districts</td>
<td>640</td>
</tr>
<tr>
<td>Sub-districts</td>
<td>5,924</td>
</tr>
<tr>
<td>Towns</td>
<td>7,935</td>
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<tr>
<td>Villages</td>
<td>0.64 million</td>
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</tbody>
</table>

- 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 world’s population
- Second largest internet base in the world

Source: www.india.govt.net
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
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
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
• **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
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
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
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