



**Rajiv Gandhi
Indian Institute of Management Shillong
Nongthymmai, Shillong-793014**

IIM Shillong under the Sponsorship of
North Eastern Council, Shillong
Announces

**Six-Month Full-Time Certificate Program in
Tourism & Hospitality Management
(For the Youths of North Eastern Region)**

Background

India's North- Eastern Region is a '*rainbow country... extraordinarily diverse and colourful, mysterious when seen through parted clouds*'. It stretches from the foothills of the Himalayas in the eastern range and is surrounded by Bangladesh, Bhutan, China, Nepal and Myanmar. It includes the seven sisters- Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland and Tripura, along with a small and beautiful cousin in the Himalaya fringes, namely, Sikkim.

Human resources are the single most promising development asset of the North-Eastern Region. A talented youth, with standard of literacy well above the national average, their potential is being stifled by inadequate access to professional education, vocational education, training in languages (including Hindi, English and Foreign languages), training in computer and information technology (IT), technical training, and business and management skills. Lack of concerted efforts to create centre of excellence through both public and private initiatives resulted into critical shortages of skills, especially in higher and technical education for the region.

Lack of employable qualitative higher education would be a limiting factor to equip young people of the North-Eastern Region with adequate skills and knowledge to expand their life choices – whether to pursue the profession of their choice, to engage in business or explore a talent – within their state or outside. Higher and vocational education is the core system for skill building and knowledge enhancement.

In one hand, people of the North Eastern Region have an innate talent and interest in fashion technology and product design, airlines industry, sports and physical fitness, music, or based on indigenous materials such as bamboo, silk and traditional textiles. Further, there is a synergy between some of the strengths and talents of the region and rising global and national demand of qualified professionals in these areas. On the other hand, the rising tide of drug use and other substance abuse, insurgency-related activity and other social ills in the region have been attributed to the limited educational and employment avenues for the youth.

On the basis of facts, it has been envisioned that Rajiv Gandhi Indian Institute of Management Shillong (IIM Shillong) would meet prevailing gaps in the higher education and vocational training to enhance employability competency of youths of the entire North Eastern Region (NER).

Taking into account prevailing innate talent of youths of NER, the Institute proposes to conduct ***“Six-Month Full-Time Certificate Program in Tourism & Hospitality Management for the People of North Eastern Region.”***

Venue: RGIIM, Shillong

Duration: 6 months

No. of Candidates: 35

Commencement of Programs: January 2012

Course Fee: NIL

Last Date for Submission of Completely Filled Application Form: December 16, 2011

Program Strengths

- **Suitable** for both practicing managers and suitably qualified recent graduates
- **A unique** blend of industrial and academic best practice
- **Development** of management skills specific to Tourism & Hospitality Industry
- **Demonstrate** mastery of specific skills to current and future employers
- **Gain a** competitive edge with practical applications and knowledge
- **Improvement** of knowledge and understanding
- **Promotion** of professional standards

Program Structure

Program will be of about 400 hours divided into two terms consisting 20 hours seven courses. It would include class room interactive lectures, case studies and presentations, tutorials, seminars, real-life projects, field visits and continuous and end-term examination as per systems and standards of IIM. Additional 120 hours will be devoted to modular courses on business and management for managerial skills development.

Program Contents

Program consists of two terms consists of seven courses as per following details:

TERM-1

- 101: Tourism Business**
- 102: Cultural Tourism & North Eastern Region**
- 103: Hospitality Management**
- 104: Principles of Management**
- 105: Tourism & Hospitality Marketing-I**
- 106: Travel Agency & Tour Operations Management**
- 107: Foreign Language (German)**

TERM – 2

- 201: Adventure Tourism**
- 202: Planning and Management of Domestic & International Tourism**
- 203: Itinerary Preparation and Costing**
- 204: Tourism & Hospitality Marketing-II**
- 205: Tourist Behaviors**
- 206: Sustainable Tourism Developments**
- 207: Foreign Language (French)**

Project Study & Field Work

It is a compulsory component of the training program which has been scheduled in between two terms and of three weeks duration. All participants will have to go back to their respective states and have detailed study of tourist destinations of that state along with available tourist infrastructure and prevailing and future issues and challenges for the promotion of their states as potential tourist destinations. This project study will be undertaken by participants in groups (all participants of a particular state) under the supervision of the faculty member and a final detailed report will be submitted in group for evaluation and award of the certificate.

Who Should Apply

Practicing managers from Hotel Industry, Tour Operators, & Travel Agency; Tourism & Hotel industry entrepreneurs, professional tourist guides and fresh graduates of entire North Eastern Region

Eligibility

- Graduate in any discipline with minimum 50 per cent marks (SC & ST: 45 per cent)
- Plus TWO level passed with 1st division practicing professionals with minimum 2 to 5 year experience in Hotel Industry, Tour Operators, or Travel Agency

Admission Process & System

After receipt of filled application forms, short listing of candidates will be done based on past academic performance, experience if any, and a statement of interest submitted by candidates. Group discussions and personal interview will be conducted by a committee consisting of the representatives of IIM Shillong and NEC. Group discussions and interview will be held in the capital of each state during 3rd week of December 2011 to 1st week of January 2012. If the number of applicants from a state is less than 10 (ten), short listed candidates will be invited for group discussions and interview at Shillong and travelling expenses will be reimbursed by the Institute. Based on performance of candidates and merit list, admission will be offered to selected candidates.

Boarding and Lodging

The Institute has hired an accommodation outside the campus of IIM Shillong for selected candidates/trainees. Costs of lodging and boarding of selected candidates have been sponsored by North Eastern Council (NEC), Shillong.

Award of Certificates

At the end of the training program, the trainees will have to pass an examination at the end of each term covering theoretical as well as practical aspect of the training undergone for the award of certificate.

How to Apply

Download the Application Form from the Institute's Website www.iimshillong.in and after filling the form send the scanned copy of the same by email on t&hm@iimshillong.in or hard copy in original to

Prof. D. K. Agrawal
Rajiv Gandhi Indian Institute of Management
Mayurbhanj Complex, Nongthymmai, Shillong-793014, Meghalaya, India



Rajiv Gandhi Indian Institute of Management
Mayurbhanj Complex, Nongthymmai, Shillong-793014

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APPLICATION FORM

**Six-Month Full-Time Certificate Program in
TOURISM & HOSPITALITY MANAGEMENT**

Affix a recent
Passport size
coloured
Photograph

1. Name: Mr./Miss./Mrs. _____
(IN BLOCK LETTERS) FIRST NAME MIDDLE NAME SURNAME
2. Mother's Name: _____
3. Date of Birth:

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 (DD/MM/YY)
4. Sex: Male Female (Please Tick)
5. Address for Communication:

6. Permanent Address: :

7. State of Domicile: _____
8. Telephone: _____
9. Email: _____

10. Academic Qualifications

Exam	Board/ University	Year	Main Subjects	% of Marks	Class/ Div
X th					
XII th					
Graduation					

11. Any other Qualification: _____

12. Current Occupation: _____

13. (a) Work Experience: Yes No (Please Tick)

(b) If Yes; Work Experience Details:

a. Organisation Name: _____

b. Organisation Address:

c. Designation: _____

d. Years of Service: _____

e. Job Profile: _____

Date _____

Signature of the Applicant

Name, Designation and Contact Address of the Referee

Phone No: _____ E-mail: _____

Date: _____

Full Name & Signature of the Referee

Note: Please attach photocopies of all certificates including Domicile

Statement of Interest in the Program in 500 words