



## PG Management Admission Guidelines

### 5.3 Institute of Tourism Studies

#### About ITS

Institute of Tourism Studies (I.T.S.) is a premiere institute providing high-quality education in the field of tourism management and providing consultancy to the industry. The Institute was established in the year 1994. Equipped with a mix of young and experienced professionals, the Institute is churning out enthusiastic and efficient young professionals every year to serve the ever-growing tourism industry. Twenty two batches of "Masters of Tourism Management (M.T.M.)/MBA (Tourism)/ MTA/ MTTM" and Fifteen batches each of Bachelor of Tourism Administration (BTA)/ BBA (Tourism) and Post Graduate Diploma in Travel Management (PGDTM) are already serving the industry in high recognition. Besides, two batches of DIAT & CRS (Diploma in International Airline Ticketing & Computerized Reservation System), Diploma of Food Production and Master of Event Management (MEM)/ MTTM-EM and Bachelor of Hotel Management (BHM) have also been well received by the tourism industry.

The last twenty-three years have seen the ITS grow steadily in terms of quality education. Today, the ITS enjoys a high degree of repute by esteemed organisations of the tourism industry.

Currently, the ITS is located in a new building with an independent premises within the Lucknow University, New Campus and provides the state of art facilities to its students that includes a rich library with an exhaustive collection of books, functional modern kitchen and bakery, audio-visual aids etc. Regular seminars (National and International), symposia, workshops, case studies, trade fair, cultural events etc. are a part of various activities organised by ITS to give students an in-depth exposure and enhance their overall personality and capabilities.

#### 5.3.1 Master of Travel and Tourism Administration (MTTM)

Master of Travel and Tourism Administration (MTTM) is a two-year (4 Semester) full time job-oriented programme, which provides a comprehensive understanding of tourism and travel industry. The objective of this course is to develop professionally trained manpower for the tourism industry and allied industries like cargo. The career is dynamic, vibrant, growth oriented with a lot of potential.