



# PLACEMENT BROCHURE

MBA Travel and Tourism

2012 -14

*Unified Hues of Zeal!*



Kerala Institute of Tourism and Travel Studies  
Trivandrum 695 014

## GLIMPSE OF KITTS

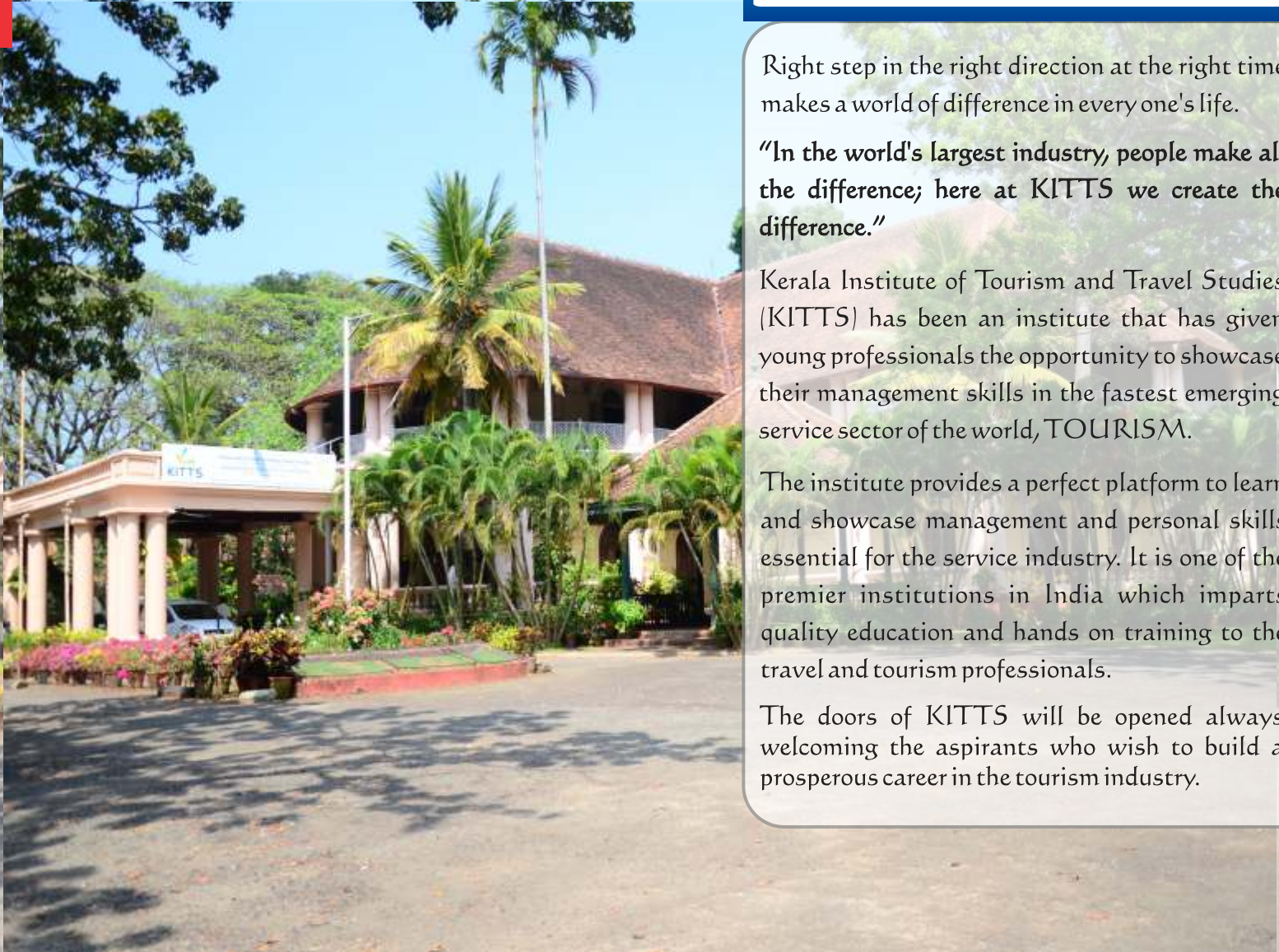
Right step in the right direction at the right time makes a world of difference in every one's life.

**“In the world's largest industry, people make all the difference; here at KITTS we create the difference.”**

Kerala Institute of Tourism and Travel Studies (KITTS) has been an institute that has given young professionals the opportunity to showcase their management skills in the fastest emerging service sector of the world, TOURISM.

The institute provides a perfect platform to learn and showcase management and personal skills essential for the service industry. It is one of the premier institutions in India which imparts quality education and hands on training to the travel and tourism professionals.

The doors of KITTS will be opened always welcoming the aspirants who wish to build a prosperous career in the tourism industry.



**Mr. A. P. Anilkumar**

(Minister for Tourism  
and Welfare of Schedule Castes  
and Backward Classes)

**Dr. Rajashree Ajith****CHAIRMAN'S MESSAGE**

The Kerala Institute of Tourism and Travel Studies has always been a pioneer in providing tourism professionals to the largest service industry in the world. I have immense pleasure to say that our students are able to make the best of the opportunities that this industry provides. I take this opportunity to wish all the very best in their future endeavours. With great pride, I present you this year's batch, who with great enthusiasm are ready to make a difference in the tourism and hospitality industry.

**DIRECTOR'S MESSAGE**

Twenty five years is a landmark, be it in the life of an individual or an institution. KITTS is celebrating its silver jubilee this year and it definitely makes all of us here proud. Every student who steps into this centre does so with a lot of hopes and aspirations. We the staff and faculty at KITTS too have our aspirations as well and we aim to empower the dreams of our students.

As yet another glorious batch is churned out of this institution ready to make their mark the travel, tourism and hospitality sector, I consider myself privileged to be able to serve this centre as its Director. Those who have passed out from here have always held the flag of KITTS flying high and I am confident that the present batch will also shine in the fields they aim to conquer.

This Brouchure showcases the bright leaders of the industry and I wish them the very best as they enter the arena of life to scale the ladder of success.

## Principals Message



Dr. B. Vijayakumar

The MBA Travel and Tourism of KITTS is a unique programme designed to develop professionals with strong theoretical and practical knowledge on the diverse areas of business management giving emphasis to Tourism and Hospitality. The students of MBA possess multilingual skills in foreign languages including German and French and hands on experience in organizing international events. They have the resources and competence to excel in any organization which employs them. I am sure that our students can make covetable contribution to the service sector. I wish a bright future to the 2014 batch in their career.

## Invitation

It gives immense pleasure to invite you for the placements 2014 addressing the 5<sup>th</sup> batch of Master of Business Administration (Travel & Tourism) at Kerala Institute of Tourism and Travel Studies (KITTS), Trivandrum. Our students have acquired indispensable exposure from the industry on varied fields. This is a step taken by the institute keeping in mind the demands of the industry and the growing need for expertise in the sector.

Our students have been absorbed in various sector of the industry and have made the institute proud of the work in many fields. We have consistently received an overwhelming response from organisations which have absorbed our past students. We are confident that our students would be able to contribute significantly towards the organization.



Placement coordinator  
*Ms. Sindhu S.*

*We welcome your esteemed organisation to our campus for the placements of the 5<sup>th</sup> batch of MBA students.*

## REMARKABLE MILESTONES

- ★ Established on 27<sup>th</sup> September 1988, World Tourism Day by the Ministry of Tourism, Government of Kerala.
- ★ Awarded IS/ISO 9001:2008 certification.
- ★ Affiliated to the University Of Kerala.
- ★ Affiliated to AICTE.
- ★ Member of depository Library Programme of World Tourism Organization.
- ★ Member of Kerala Travel Mart (KTM) Society.
- ★ Member of Travel Agents Association of India (TAAI)
- ★ Allied member of Indian Association of Tour Operators (IATO).
- ★ Authorised Training Centre for International Air Transportation Association (IATA).
- ★ Received UNWTO affiliation with e-library access from United Nations World Tourism Organisation (UNWTO).
- ★ Elected as UNWTO Vice President and affiliate member board of Asia – Pacific region.
- ★ Member of the Pacific Asia Travel Association (PATA).
- ★ Nodal Agency for implementing Responsible Tourism initiative in Kerala.
- ★ UNWTO - Ulysess Award for innovation in public policy and governance for Responsible Tourism project at Kumarakom.

## MBA @ KITTS...

This two year programme integrates academic knowledge of management studies with its application in travel, tourism and hospitality industry. With the rapid expansion of tourism sector, there is an increased demand of specialized personal with managerial and leadership qualities. This course facilitates all-round development of the students with focus on their communication, creativity and interpersonal skills. This programme will enable its participants to walk confidently into any career within the largest service industry of the world.

This institute's ambience is one of the key factors which makes learning an unique experience . KITTS is quite different from the other conventional educational institutions spread out in a lush green campus and is set in what was once the British residency.

Colonial architecture, wooded floors, large airy rooms, long corridors lend an adorable charm to the building.

KITTS provides myriad opportunities to show case the talents of the students and thus, learning becomes eventful here.



Tourism today is not only about assembling essential elements together to make a holiday but also about understanding and realising guest expectations in a mission-critical manner with a great degree of flexibility and creativity, and thereby maximising the destination experience.

From my years of association with KITTS, I can proudly say that, the students at the institute are very well moulded over each and every nuances of the travel industry in order to cater its requirements.

I wish them success for a better career ahead.

**Manoj Vasudevan**



Having been associated with KITTS as a guest faculty since 2000, I honestly consider the institute as a perfect place where young and vibrant students in the field of aviation and hospitality are made. It is quite apparent that the students are very wisely counselled and this is due to the vast experience and professionalism the institute still enjoys.

The students I believe are groomed to be mature in order to take up the challenges awaiting them outside their campus.

I wish the students and the management of KITTS the very best.

**P. Gopinath Ramakrishnan**

# ALUMNI TALKS



KITTS provides excellent education in a positive living and learning environment and it gives students the confidence to aim high and to be themselves in all situations.

**Jestin James**

Kuoni Destination Management



"KITTS has opened the door to the wide world of tourism for buds like us with more events and practices. This is the right place to nourish the personality in a full-fledged manner to reach out your goals. Two years life at KITTS was really a great experience!"

**Namitha A K**

Thomas Cook (India) Ltd.



Being a part of this esteemed institution and passing out with flying colours is an achievement, for which I am indebted to my faculties who have helped me not only in my academics but also in moulding me into a disciplined woman. Outreaching a competitive position at a young age without the help of the college team would be not worth considering. From the core of my heart I extend my sincere gratitude to each and every one associated with the institution.

**Aiswarya Balachandran**

Thomas Cook (India) Ltd.



Recalling the time spend in KITTS was indeed one of the finest period of my life. I believe that it is not only the best place to learn about tourism, but also an avenue for meeting a lot of people from different parts of India. It gave me a platform to learn many new things and has changed my life. No doubt that the years spent here will be cherished down the memory lane.

**Retheesh K.G**

Tamarind Tours



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## CURRICULUM

### ☆ First Semester

- Principles of Management
- Tourism Principles And Practices
- Accounting For Managers
- Managerial Economics and Business Law
- Hospitality Management
- Organisational Behaviour
- Travel Geography and Tourism Resources

### ☆ Second Semester

- Human Resource Management
- Marketing Management
- Quantitative Techniques
- Finance For Managers
- Travel And Tour Operations Management
- Business Communication
- Research Methodology
- Computer Applications in Tourism Management

### ☆ Third Semester

- Management Information System
- Elective 1
- Elective 2
- Elective 3
- Elective 4
- Elective 5
- Semester Industrial Training
- Mini Project

### ☆ Fourth Semester

- Strategic Management
- Elective 6
- Elective 7
- Elective 8
- Project Work
- Comprehensive Viva Voce

### Electives

- Airline Marketing
- Branding And Product Development
- Database Management Systems
- Decision Support Systems
- Destination Development And Marketing
- Enterprise Resource Planning
- Front Office Management
- Hotel And Resource Marketing
- Human Resource Development In Management
- Internet Programming And Web Design
- Marketing Research
- Outbound Tour Operations Management
- Advertisement and Sales Promotion In Tourism
- Airport Handling And Cargo Management
- Customer Service And Relationship Management
- E-Business For Tourism
- Event Management
- House Keeping Management
- Knowledge Management
- Project Management
- Systems Analysis And Design

## **Kerala Institute of Tourism and Travel Studies (KITTS)**

Established under Ministry of Tourism, Government of Kerala

Affiliated to the University of Kerala / Approved by AICTE

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