



SAARTHI - सारथी

करियर मार्गदर्शन पोर्टल · Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट · CAREER SHEET

स्मार्ट पर्यटन प्रबंधक

A Smart Tourism Manager uses apps, data and AI to manage destinations and travel experiences. It is an emerging career as Rajasthan tourism goes digital.



Scan for everything on this career

Salary, exams, colleges, the routes in and the steps after — all on the portal.

career.gsssjethantri.in/#/career/hosp-7012

राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

Govt. Sr. Sec. School, Jethantri · ब्लॉक समदड़ी · बालोतरा (Block Samdari · Balotra)

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सुशील कुमार शर्मा

प्रधानाचार्य, रा.उ.मा.वि. जेठन्तरी · मास्टर ट्रेनर
Principal, GSSS Jethantri · Master Trainer



श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर
Principal, DIET Barmer



श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)
Sr. Lecturer, DIET Barmer (Support)



भरत चौधरी

अभिकल्पना व विकास · व्याख्याता (इतिहास)
Designed & developed · Lecturer (History)

विशेष धन्यवाद · SPECIAL THANKS



सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) · रा.उ.मा.वि. कानाना



सुरेश कुमार सैन

व्याख्याता (भूगोल) · रा.उ.मा.वि. रामसीन मूंगड़ा



वनिता कुमारी

व्याख्याता (इतिहास) · रा.उ.मा.वि. रामसीन मूंगड़ा



कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) · रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। · An independent project based on the Government's official career-guidance content.

1 About this career

A Smart Tourism Manager uses apps, data and AI to manage destinations and travel experiences. It is an emerging career as Rajasthan tourism goes digital.

2 At a glance

Minimum qualification	Tourism/management degree after Class 12
Work mode	Field plus desk, travel involved
Demand	Rising, boom in digital tourism and travel tech
Top earning	INR 12-20 LPA at senior level

3 What you need

INTERESTS

- Travelling and exploring new places
- Planning and leading
- Trying technology and new apps

ABILITIES

- Understanding of data and numbers
- Creative problem solving
- Communication and language skills

KEY SKILLS

- Knowledge of travel and tourism management
- Online booking and ticketing systems
- Using AI and smart app tools
- English and foreign languages
- Digital marketing and social media
- Data analysis and reading tourist trends
- Customer experience design

4 How to get there

- 1 Pass Class 12 in any stream
- 2 Do BA, BBA or B.Sc. in tourism/travel management
- 3 Certificate/diploma in tourist guiding or travel management is an option
- 4 Learn digital marketing and data tools
- 5 Intern with a travel company or tourism department
- 6 Do an MBA in travel-tourism for senior roles

MAIN EXAMS

- CUET (for tourism courses in central universities)
- CMAT/CAT (for MBA admission)
- Institute-level entrance tests

5 Where to study

GOVERNMENT INSTITUTES

- Mohanlal Sukhadia University (University College of Commerce) — Udaipur (<https://www.mlsu.ac.in>)
- University of Rajasthan — Jaipur (<https://www.uniraj.ac.in>)
- IIM Udaipur — Udaipur (<https://www.iimu.ac.in>)
- Indian Institute of Tourism & Travel Management (IITTM) — Gwalior/Noida

PRIVATE INSTITUTES

- Jaipur National University — Jaipur
- Amity University (travel & tourism) — Jaipur

ONLINE

- IGNOU (BTS/MTTM tourism programmes) — Distance education (<https://www.ignou.ac.in>)

FEES

Roughly INR 30,000 to 3 lakh per year depending on course; government universities are cheaper.

SCHOLARSHIPS

- National Scholarship Portal (<https://scholarships.gov.in>)

- Rajasthan SJE Scholarships (<https://sje.rajasthan.gov.in>)
- Buddy4Study (scholarship search) (<https://www.buddy4study.com>)
- Vidya Lakshmi Education Loan Portal (<https://www.vidyalakshmi.co.in>)

6 What the work is like

WHERE YOU WORK

Tourism department and RTDC, travel tech firms, tour operators, hotel chains, event companies, smart city projects.

WORK CULTURE

Mixed field-desk work; local travel common; 6 days a week, about 9 hours; seasonal overtime; part-time and contract options.

WHO HIRES

- Rajasthan tourism department and RTDC
- Tour operators and destination management companies
- Event and wedding companies
- Travel tech firms like MakeMyTrip, ixigo, EaseMyTrip
- Hotel and resort chains
- Smart city and heritage projects

DEMAND (2026)

Tourists now plan online, so tourism professionals with digital skills are in fast-growing demand; Rajasthan is among India's top tourism states.

7 Career growth

- 1 Travel consultant/tourism executive
- 2 Tour/event manager
- 3 Digital tourism manager
- 4 Destination/product head
- 5 Tourism director/entrepreneur

EARNINGS

Starting	₹20,000-35,000
Mid level	₹40,000-70,000
Senior level	₹1,00,000-1,70,000

Monthly estimates (2026); travel tech firms and international tourism projects pay more.

8 The good parts · The challenges

The good parts

- Exciting mix of tourism and technology
- Home-ground advantage in Rajasthan
- Big entrepreneurship opportunities

The challenges

- Heavy workload in tourist season
- Constant tech upskilling needed
- Modest starting salary

9 Real-life journeys

Aloke Bajpai

Co-founder and CEO, ixigo

From a middle-class Kanpur family, Alope Bajpai built the AI-powered travel app ixigo, helping crores of small-town Indians plan travel easily.

StartupTalky · <https://startuptalky.com/aloke-bajpai-success-story/>

Kanika Tekriwal

Founder, JetSetGo Aviation

Beating cancer, Kanika Tekriwal started tech-driven jet charter firm JetSetGo at 22, building the platform called the Uber of the skies.

The Better India · <https://thebetterindia.com/91513/kanika-tekriwal-foudner-jetsetgo/>

10 Sources & further reading

1. Rajasthan Career Guidance Portal — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%b8%e0%a5%8d%e0%a4%ae%e0%a4%be%e0%a4%b0%e0%a5%8d%e0%a4%9f-%e0%a4%aa%e0%a4%b0%e0%a5%8d%e0%a4%af%e0%a4%9f%e0%a4%a8-%e0%a4%aa%e0%a5%8d%e0%a4%b0%e0%a4%ac%e0%a4%82%e0%a4%a7%e0%a4%95smart-tourism-man/>
2. Rajasthan Department of Tourism — <https://www.tourism.rajasthan.gov.in>
3. National Career Service — <https://www.ncs.gov.in>
4. National Scholarship Portal — <https://scholarships.gov.in>



And 770+ more careers — the whole portal

Interest and aptitude tests, government jobs, skill courses and a CV builder — free, no login, and it works offline.

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