



SAARTHI - सारथी

करियर मार्गदर्शन पोर्टल · Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट · CAREER SHEET

स्थायी पर्यटन विशेषज्ञ

Sustainable tourism specialists make tourism friendly to the environment, local communities and culture - planning eco-tourism, rural homestays and responsible travel. An emerging career in desert-and-wildlife Rajasthan.



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-7005

राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

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

www.gsssjethantri.in · career.gsssjethantri.in



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

Sustainable tourism specialists make tourism friendly to the environment, local communities and culture - planning eco-tourism, rural homestays and responsible travel. An emerging career in desert-and-wildlife Rajasthan.

2 At a glance

Minimum qualification	Bachelor's in tourism/environment; sustainable-tourism courses help
Work mode	Field + desk; travel to project sites
Demand	Growing; eco-tourism policies and responsible-travel trend
Top earning	Senior consultants up to ₹12-15 lakh/year

3 What you need

INTERESTS

- Love for nature and environment
- Working with communities
- Planning and organizing

ABILITIES

- Language, writing and presentation
- Understanding links between systems
- Creativity for new solutions/patterns

KEY SKILLS

- Understanding of eco-tourism and environmental impact assessment
- Project management
- Data analysis and reporting
- Knowledge of community/rural tourism models
- Stakeholder coordination and communication
- Familiarity with sustainability certifications/standards

4 How to get there

- 1 Complete Class 12 in any stream
- 2 Do a bachelor's in tourism/hospitality/environmental science
- 3 Take a certificate/master's in sustainable tourism
- 4 Intern with eco-resorts, NGOs or the tourism department
- 5 Gain field experience on eco-tourism projects

MAIN EXAMS

- CUET (UG/PG) for university admission
- IITTM admission (tourism courses)

5 Where to study

GOVERNMENT INSTITUTES

- Mohanlal Sukhadia University — Udaipur, Rajasthan (<https://mlsu.ac.in/>)
- University of Rajasthan — Jaipur, Rajasthan
- Jai Narain Vyas University — Jodhpur, Rajasthan
- Indian Institute of Tourism & Travel Management (IITTM) — Gwalior/Noida (<https://www.iittm.ac.in/>)

PRIVATE INSTITUTES

- Banasthali Vidyapith (women) — Niwai, Tonk, Rajasthan
- Jyoti Vidyapeeth Women's University — Jaipur, Rajasthan

ONLINE

- IGNOU (tourism studies) — Distance learning (<https://www.ignou.ac.in/>)
- SWAYAM / Coursera (sustainable tourism) — Online (<https://swayam.gov.in>)

FEES

About ₹15,000-60,000/year at government universities; up to ₹1-2 lakh/year at private institutes. Online certificates are cheaper options.

SCHOLARSHIPS

- National Scholarship Portal (NSP) (<https://scholarships.gov.in>)
- Rajasthan SJE Scholarship Portal (<https://sje.rajasthan.gov.in/>)

- Vidya Lakshmi Education Loan Portal (<https://www.vidyalakshmi.co.in>)

6 What the work is like

WHERE YOU WORK

Environmental organizations, government tourism departments, travel companies, eco-resorts, NGOs, wildlife areas

WORK CULTURE

Mixed field-desk; travel to project sites; 6 days a week; contract work and own venture possible

WHO HIRES

- Tourism departments and eco-tourism boards
- Environment-wildlife NGOs (WWF, TOFTigers)
- Sustainability teams of hotel groups
- Eco-resorts and responsible travel companies
- International bodies (UNDP, UNWTO projects)
- Rural/community homestay networks

DEMAND (2026)

Demand is rising in 2026 with responsible travel, carbon-aware tourists and government eco-tourism policies; Rajasthan's wildlife and rural tourism projects offer special openings.

7 Career growth

- 1 Project/field assistant
- 2 Sustainable tourism specialist
- 3 Sustainable tourism manager
- 4 Tourism development officer
- 5 Sustainability consultant / stakeholder relations manager

EARNINGS

Starting	₹2.5-4 लाख/वर्ष
Mid level	₹4-8 लाख/वर्ष
Senior level	₹8-15 लाख/वर्ष

International projects and consultancy pay more; the NGO sector pays relatively less.

8 The good parts · The challenges

The good parts

- Meaningful work for environment and community
- Fast-emerging global field
- Diverse exposure: travel, research and policy

The challenges

- Relatively low starting salary
- Uncertain project/grant-based jobs
- Field work in remote areas

9 Real-life journeys

Mandip Singh Soin

Founder of Ibex Expeditions; pioneer of eco-tourism in India

Mountaineer Mandip Singh Soin founded Ibex Expeditions in 1979, laying the base for responsible and eco-tourism in India, and served as president of the Ecotourism Society of India.

Wikipedia · https://en.wikipedia.org/wiki/Mandip_Singh_Soin

Malika Viridi

Founder of Himalayan Ark; leader of community homestay tourism in Sarmoli village

Malika Viridi built the Himalayan Ark homestay model with women of Sarmoli village, Uttarakhand, where tourism income goes directly to rural families - a nationally praised example of sustainable tourism.

Outlook Traveller · <https://www.outlooktraveller.com/editors-picks/celebrating-people/malika-virdis-himalayan-ark-represents-sustainability-and-culture>

10 Sources & further reading

1. Rajasthan career guidance portal - Sustainable Tourism Specialist — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%b8%e0%a5%8d%e0%a4%a5%e0%a4%be%e0%a4%af%e0%a5%80-%e0%a4%aa%e0%a4%b0%e0%a5%8d%e0%a4%af%e0%a4%9f%e0%a4%a8-%e0%a4%b5%e0%a4%bf%e0%a4%b6%e0%a5%87%e0%a4%b7%e0%a4%9c%e0%a5%8d%e0%a4%9e-sustainable-tour/>
2. Rajasthan Department of Tourism — <https://www.tourism.rajasthan.gov.in/>
3. IITM - Ministry of Tourism institute — <https://www.iitm.ac.in/>
4. IGNOU tourism studies — <https://www.ignou.ac.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.

career.gsssjethantri.in