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BTA

The Travel and Tourism sector is one amongst the largest sectors in India where it is possible for one to get good jobs. This field is exactly what individuals who desire for a governmental job can opt for.

The BTA Course offers applicants with knowledge about the finer aspects of the many operations in travel and tourism. Studying in this field provides students with the necessary industry based knowledge as well as core business management aptitude that can be used to tourism businesses of any proportions. The BTA course provides students with wide career options that are possible for them to get after their studies in addition to a specialization in any one field of their option.

A few specializations available in BTA encompass:

- Destinations Marketing and Management
- Travel Operations and Ticketing
- Tour Guiding
- Event Management
- Tourist Attraction Operations

Particulars about the Bachelor of Tourism Administration Course and its other details are given below.

Advantages or Benefits of Bachelor of Tourism Administration Degree

The BTA course aims at providing students with the skills to take up employment with any tourism organization. It also prepares them for self employment. The basic advantage a person gets when learning the BTA program is that aspirants will get a good knowledge about business in addition to information about the scenarios in tourism. It also enables applicants to get trained especially for managing tourism as well as travel businesses. It also gives them the confidence to start a venture of their own choice. Students are introduced to real life scenarios and thus they get the mental ability to face these problems without any trouble and solve it without any pressure.

Eligibility Criteria for BTA

To join the graduate level program in Travel and Tourism, one needs to have a pass in the higher secondary level. They must have passed this class with above 55 percent marks. It is also necessary for them to have the proficiency in at least one foreign language. It will also be beneficial for them if they have a diploma in advertising or public relations. It will not matter whether the students have got this degree by correspondence or full time.

Top BTA Colleges in India

- Andhra University, Andhra Pradesh
- Himachal Pradesh University, Himachal Pradesh
- Indian Institute of Tourism and Travel Management
- Indira Gandhi National Open University
- Institute of Technology & Future Management Trends, Chandigarh
- Madurai Kamaraj University, Tamil Nadu
- Tezpur University, Assam