

Affiliated to



BBA in TRAVEL & TOURISM MANAGEMENT



Turning Passion for
TRAVEL
into
Global Careers

- 4-Year Undergraduate Degree Programme
- MAKAUT-Affiliated
- Study Tourism, Hospitality, Aviation, Event Management & Global Travel Systems
- AI-Enabled Learning for Smart Tourism, Customer Experience & Operations
- Career-Focused Education with Industry Exposure
- 100% Placement Support





LEARN THE BUSINESS OF TRAVEL WITH



Recognised as a leading institute for BBA in Travel & Tourism Management in Kolkata, iLEAD offers an industry-focused programme that develops operational skills, customer understanding, and strategic thinking for successful careers in tourism management.

AI-Enabled Learning for Tourism Industry

iLEAD blends AI-based learning with human-centric service education, ensuring students deliver high-quality, efficient, and ethical tourism solutions.

- Tourism trend forecasting and destination analytics
- Smart customer experience and service management tools
- Data-driven planning for travel operations and hospitality
- Technology-based marketing for tourism and travel brands
- AI applications across airlines, hotels and tour operations

Academic Excellence You Rely On

- ✓ 2nd Best Emerging Media Institute in India at the Edutainment Awards 2014.
- ✓ 120,000+ Books in Library
- ✓ 52,780+ Hours of Teaching Experience
- ✓ 200+ Awards & Recognitions



PRADIP CHOPRA
CHAIRMAN, ILEAD

"Our students don't just leave with degrees—they leave with a sense of purpose, a spirit of entrepreneurship, and a passion to make a difference. That is what employers see, and that is what sets them apart."

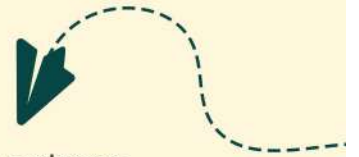
This is What Our Leaders Says



PRAGYA CHOPRA
EXECUTIVE DIRECTOR, ILEAD

"We foster a spirit of entrepreneurship and transformation at iLEAD. Our students are not just job-seekers—they are change-makers equipped to create opportunities and lead impactful careers."

Preparing Professionals for the Travel Business



The BBA in Travel & Tourism at iLEAD is designed to create professionals with a strong understanding of tourism business operations. Students learn how travel companies, hotels, airlines and events first operate in a service based environment

This programme at iLEAD mixes classroom learnings with hands-on exposure through live projects, internships and industry interactions. This learning process allows students to understand travellers' needs and deliver high-quality services in a real-world environment.

Why Choose Travel & Tourism as a Career Path

- Build strong communication and service management skills.
- Learn how customer experience drives tourism success.
- Gain exposure to hospitality, airlines and destination services.
- Apply digital and AI tools to enhance guest experience.
- Career readiness for diverse travel and hospitality roles.



Life at iLead

At iLEAD, shared moments, creative exchange, and everyday campus energy come together to form an ecosystem where creativity feels open, active, and alive.

iLEAD is a ragging-free environment where juniors, seniors, and faculty mentors work in close, supportive relationships. Students are encouraged to collaborate, guide one another, and grow together, creating a culture where everyone feels safe to participate, speak up, and belong.

Beyond academics, campus life stays vibrant through events, festivals, workshops, competitions, and interdisciplinary collaborations. These experiences help students discover confidence, find their voice, and step onto their own stage, regardless of background or prior exposure.

Here, students explore interests, refine talents, and often Discover their Ikigai, the intersection of passion, skill, and purpose. Peer encouragement and mentor support play a key role in helping students push boundaries and participate actively across creative and competitive platforms.

The impact is tangible. In the past year alone, iLEAD students secured over 250 medals and awards across inter-college competitions, festivals, and industry-recognised platforms.



Smart Tourism Learning Guided by

Asli Intelligence

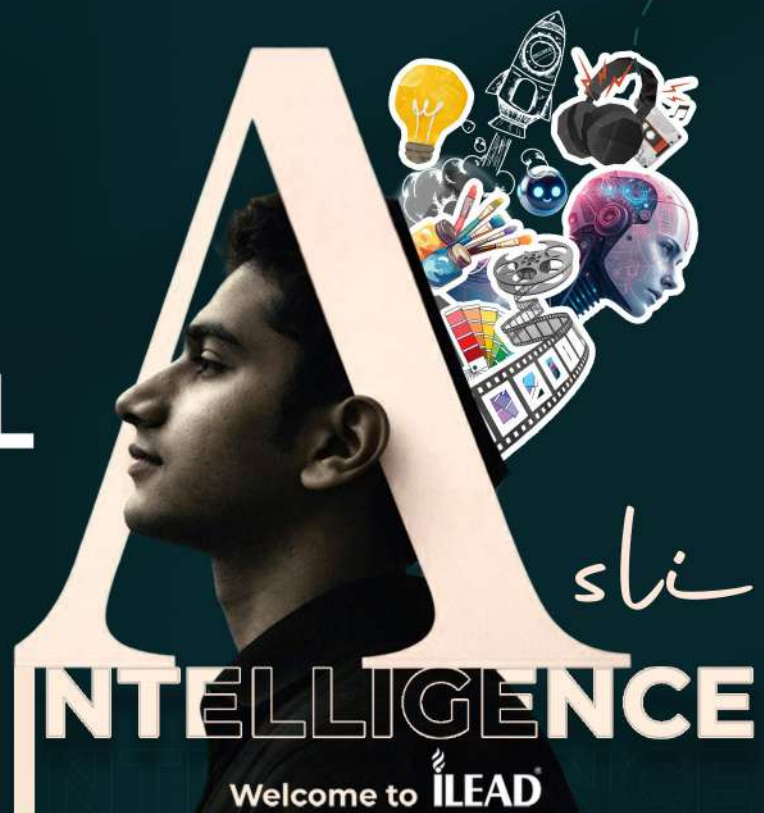
iLEAD blends intelligent systems with human judgment through its Asli Intelligence initiative to enhance the learning experience. Students are trained to use AI tools responsibly while preserving service quality, ethical practices, and meaningful human interaction within the travel and tourism industry.

The initiative encourages students to treat AI as a support tool that simplifies work, not a replacement for their own thinking. By relying on their judgment and decision-making abilities, students strengthen their skills and become better prepared for careers in the modern travel and hospitality industry.

- Apply AI tools for tourism research, market analysis, and forecasting.
- Improve planning and operational decision-making processes.
- Strengthen customer experience management and communication.
- Support tourism marketing, hospitality operations, and service planning.
- Develop ethical, responsible, and human-centred tourism leadership.



**FROM
ARTIFICIAL
TO**



INTELLIGENCE

Welcome to **iLEAD**

Where Thinking Stays Human



Careers Built Around Experience and Services

The BBA in travel & tourism management prepares students to structure their career growth across the travel and hospitality sector. This programme emphasises operational efficiency, customer experience management, and professional communication. This course supports career opportunities in India and overseas, enabling long-term growth in the global travel economy.

Career Opportunities



- Event and Exhibition Management Executive
- Destination Experience Coordinator
- Tourism Marketing and Sales Executive
- International Travel Consultant
- Airline Customer Experience Professional
- Hospitality Operations Executive
- Cruise and Luxury Travel Executive

Global Industry Opportunities

- International Airlines and Airport Services
- Global Hotel Chains and Resort Brands
- Cruise Lines and Luxury Travel Companies
- International Event and MICE Organisations
- Global Online Travel Platforms
- Destination Management and Tourism Boards
- Travel and Hospitality Consulting Firms



Our Collaboration with Draupnir Capital

iLEAD and Draupnir Capital support student-led ventures through a dedicated incubation centre. Learners get mentorship, resources, and funding opportunities. They turn ideas into scalable, impactful businesses.



Academia Awards at HRD India Awards 2023

recognising its commitment to quality education and student success.

Seed Spark Program by Stanford Seed

Students gain global insights into entrepreneurship and business strategy. The program helps refine travel and tourism ideas. Learners develop strategies for sustainable growth.



Exclusive Industry Exposure with One Rep Global

Students experience luxury travel and hospitality brands firsthand. They learn how global companies are marketed and managed. Practical exposure prepares them for competitive industry roles.

Start Your Travel Management Journey

- Step into roles in hotels, airlines, travel agencies, and tourism companies.
- Earn starting packages typically ranging from INR 5 lakhs per annum onwards.
- Gain confidence with industry-aligned training and live project experience.
- Transition smoothly from campus learning to real-world tourism and hospitality roles.



Customer Experience & Guest Handling Excellence

- ✓ Professional guest interaction and service etiquette
- ✓ Handling diverse customer expectations
- ✓ Complaint resolution and service recovery
- ✓ Creating memorable travel experiences



Our Corporate Collaborations



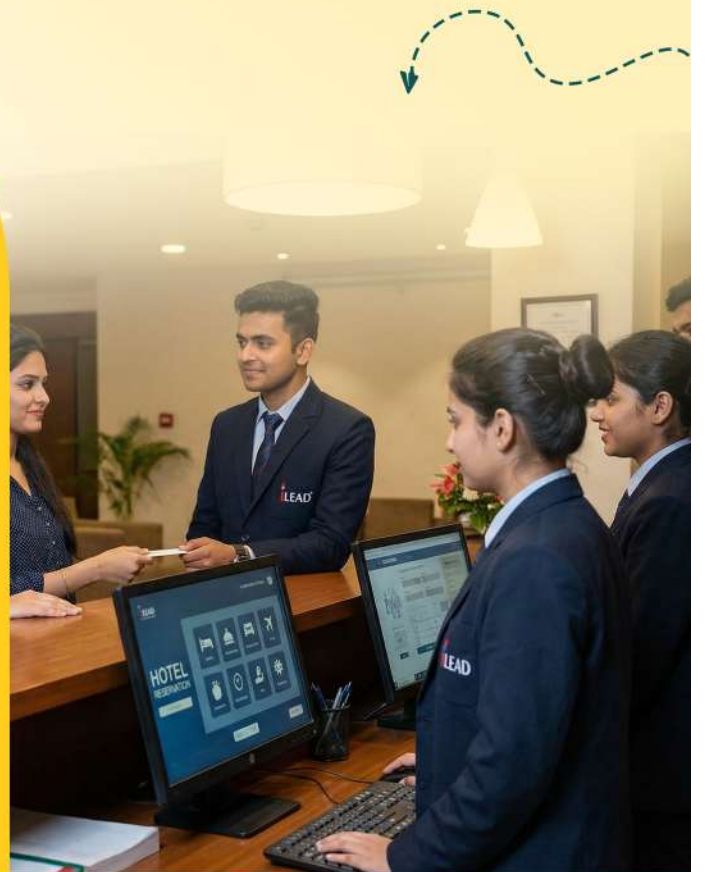
Learning Beyond the Classroom

At iLEAD, BBA in travel & tourism management students experience learning that goes beyond books. The campus offers an environment where practical exposure, collaborative projects, and industry interactions prepare students for real-world travel and hospitality challenges.



Campus Facilities That Build Expertise

- ✓ Interactive classrooms with technology-enabled learning
- ✓ Tourism labs, hospitality simulations, and service practice areas
- ✓ Presentation and communication studios for professional skills
- ✓ Travel management software, analytics, and AI tools
- ✓ Collaborative zones for team-based projects and event planning



Green Campus, Responsible Learning

- Sustainable campus interiors using recycled and upcycled materials
- Environment-conscious infrastructure and energy-efficient systems
- Design choices reflecting ethical and responsible tourism practices
- Spaces that foster awareness of sustainability in the travel industry



Learning Through Industry Engagement

At iLEAD, students of BBA in Travel & Tourism Management experience learning that goes beyond the classroom. With seminars, workshops, and industry-led events, they gain practical insights into travel, tourism, and hospitality operations.



**Industrial Visit to
Holiday Inn Express
2024**



**Field Visit
3S Travel Network | 2025**



**World Tourism Day
2024**



**Future Vista
2024**



**TTF
2025**



**Tourism Exhibition
2025**

How to Apply

The admission process at iLEAD is made to be simple, transparent, and student-focused. Here are the steps to follow:

Step 1: Online Application

Applicants must fill out the online application form available on the official iLEAD Kolkata website with the required details.

Step 2: Selection Process

Admissions are conducted through a Common Entrance Test (CET) followed by a Group Discussion and Personal Interview (GD-PI) for all programs, except MSc. For MSc programs, selection is based on the MAKAUT CET, followed by GD-PI.

Step 3: Merit List & Admission Confirmation

Based on performance in the selection rounds, iLEAD publishes a merit list. Selected candidates can confirm their admission by paying the required fee at the designated admission receipt centre.



SCHOLARSHIPS & FEE ASSISTANCE

iLEAD offers merit-based and need-based scholarships to help deserving students pursue quality education without financial stress.



T&C apply.



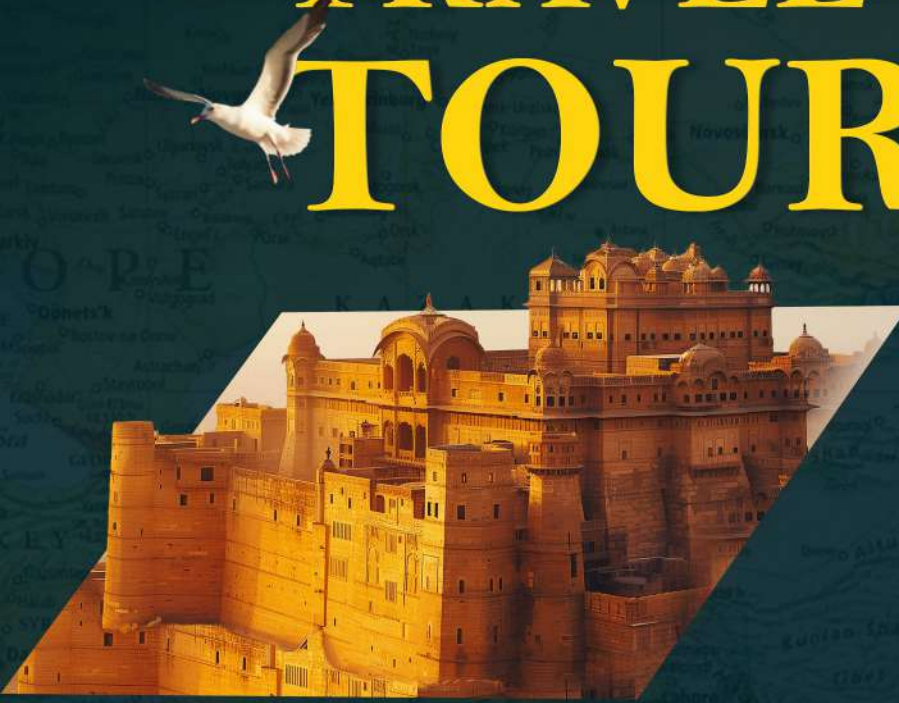
iLEAD[®]



BBA in

TRAVEL & TOURISM

Management



Admissions Open.

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