

Department of Tourism

Uttarakhand Open University, Haldwani (Nainital)

BTTM Fifth Semester

Industrial Training or Project Report

Programme Code: BTTM-16/17/21

Maximum Marks: 100

Last Date of Submission: 10th August 2024 (Winter Session January 2024)

Last Date of Submission: 30th November 2024 (Summer Session July 2024)

Course Title: Industrial Training or Project Report

Course Code: BTTM-504

Industrial Training:

The learners shall undergo two months of industrial training in an IATA or Government of India (GOI) approved travel agency/tour Operations Company, event Management Company, hotel, resort, or any other related tourism sector. After completing his/her summer training, the learner will write a detailed report on the industrial training covering the Introduction of the organization, details of each department and learning outcomes from the training in two copies. The study centre will collect a Xerox copy of the training certificate and industrial report along with the remarks by the Supervisor under whose guidance the industrial training has been completed and send the same to the University through Registered Mail or Speed Post for evaluation before the last dates given by the University.

The cover page of the Industrial Training Report should contain your name, enrollment number, programme name, programme code, Session, study centre name and its code. The industrial training Report must contain at least 100 pages.

Contents:

- Cover Page/Title Page
- Certificate of Training

- Acknowledgement
- **Chapter: 1 Introduction:**
 - Overview of the industry/sector in which you have completed your offline training.
 - Profile of the organization
 - Competitive landscape of the industry/sector.
 - SWOT analysis of the organization
- **Chapter: 2 Task(s) Assigned and Work Plan:**
 - Main task(s) assigned to you during your online/offline training project or certification course.
 - Time, duration, geographical area where the task is carried out
 - Mention your work plans that you followed to accomplish the assigned task(s)
- **Chapter: 3 Conceptual Discussion:**
 - In this chapter, you must present your understanding of various concepts used in your training report.
 - A brief theoretical backdrop and literature review about the core concepts and their business implications must be given by referring to some standard textbooks, journals, magazines, newspapers, etc. An attempt should be made to collect updated information by reading the latest articles published in periodicals, journals etc.
 - Please note that the latest authentic data adds to the quality of the project and gives an excellent impression to the Viva committee and the organization wherein the student is placed for summer training.
- **Chapter: 4 Skills you have learnt:**
 - In this chapter, students must mention their daily/weekly activities or tasks completed and their learning during their online/offline training.
- **Chapter: 5 Problems, Suggestions and Conclusion**

- In this chapter, the learners will mention their problems and challenges during their summer training.
- Learners will give some suggestions to their juniors which they can follow to avoid problems.
- **Bibliography**

Or

Project Report:

After identifying the area of your interest, you should discuss it with your counsellor and decide your topic's aim and objectives. Now prepare one copy of the proposal (preferably typed), then get the approval of your counsellor on the format given in **Annexure "A"**. Send the soft copy of your proposal to the following email ID:

Programme Coordinator: Dr Akhilesh Singh

Email id: akhileshsingh@uou.ac.in

The approval of the Programme Coordinator will be final. After that, you can start working on your project.

The learner must choose the Project Report's title from the suggested list below and after the consultation with his Supervisor. The learner will start working on his project report only after his Supervisor approves it. A counsellor appointed by the study centre will act as a supervisor. The project report must be typed and contain at least 100 pages (A4 size). It should be typed in double space, using Times New Roman font size 12 and a one-inch margin on all sides of the paper. Before sending his project report to the University, the candidate should put his signature on the acknowledgement and declaration pages and ensure that it is certified by his Supervisor. The study centre will send one copy of the project report to the University through registered mail or speed post for evaluation before the dates stipulated by the University. Please remember that project work should be original and in your language, and you should not copy or reproduce anyone else's work. After receiving all the project reports, the University will check them with the help

of a plagiarism checker. The Project report should contain a picture, charts, brochures etc. The cover page of the project report should contain your name and Enrollment Number. Programme Name, Programme Code, Study Centre code, Study Centre Name, Regional Centre name and Session.

Contents:

- Front Page
- Acknowledgement
- Declaration (by the student)
- Certificate (by the Supervisor)
- **Chapter: 1** Introduction
- **Chapter: 2** Review of Literature
- **Chapter: 3** Research Methodology
- **Chapter: 4** Data Analysis and Interpretation
- **Chapter: 5** Conclusion and Recommendation
- Bibliography

Submission Guidelines for Project Report and Summer Training Report:

- Learners will send the soft copy of their project report or summer training report to the Programme Coordinator's **Email id:** akhileshsingh@uou.ac.in
- Prepare one copy of the Project Report in hardbound and send it to the programme coordinator through the study centre or registered post/speed post at the following address:
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Programme Coordinator
Department of Tourism
Uttarakhand Open University
Behind Transport Nagar
Haldwani, District: Nainital,
Uttarakhand, **Pincode-** 263139
Phone No. - 05946-286034
Email id: akhileshsingh@uou.ac.in

- Along with hard copies of their Project Report or Summer Training Report, learners will also send a Compact Disc (CD) containing the soft copy of their report or summer training report; otherwise, their submission will not be considered incomplete, and they will not allow to appear in the Viva-Voce Examination.
- If, at any point in time, it is found that the project report or summer training report is copied from any other student's project report or thesis, then the learner will not be allowed to appear in the viva voce examination.

Suggested Topics for the Project Report:

- The Hospitality Industry in the Face of the COVID-19 Pandemic
- The effect of COVID-19 on the Indian Tourism Industry
- Hospitality and Tourism Industry amid COVID-19 Pandemic: Perspectives on Challenges and Learnings from India
- Social Costs of Tourism during the COVID-19 Pandemic
- The COVID-19 Crisis, Tourism and Sustainable Development.
- Tourism and COVID-19: Impacts and Implications for Advancing and Resetting Industry and Research
- Pandemics, Tourism and Global Change: A Rapid Assessment of COVID-19 Tourism Recovery Strategy Against COVID-19 Pandemic
- COVID-19 and Tourism Risk in India
- Sustainable Tourism: A Critical Analysis
- Role of social media in the Promotion and Development of Tourism and Hospitality Industry.
- Role of the Internet in the Growth of the Tourism Industry
- Employment Opportunities and Challenges in Tourism and Hospitality Sectors
- A Study on Information Technology Applications in Hospitality and Tourism
- The Value and Benefits of Fieldtrips in Tourism and Hospitality Education
- Tourism and Hospitality Industry: Emerging Trends and Issues for the next decade.
- Emerging Information and Communication-Enabled Technologies in Tourism and Hospitality Industry

- Adoption of Robots and Service Automation by Tourism and Hospitality Companies
- Motivations for Entrepreneurship in the Tourism and Hospitality Sector
- Challenges and Solutions to the Development of India's Tourism and Hospitality Industry.
- A Study on Impacts of Automation on Tourism and Hospitality Jobs
- A Study on the Role of Virtual Reality (VR) in Transforming the Travel Industry
- Virtual Reality: Applications and Implications for Tourism and Hospitality Industry
- New Opportunities for the Tourism Market: A Case Study of Accessible Tourism
- A Study on the Role of Mobile Applications for Accessible Tourism
- Medical Tourism in India: Issues, Opportunities and Challenges
- Emerging Trends, Challenges and Future Prospects of Medical Tourism in Uttarakhand
- Medical Tourism in South-East Asia: Current Scenario
- Local Community Participation in Homestay Programme Development in India
- The Emerging Importance of Homestays in the Indian Hospitality Sector
Homestays Contribution to Community-based Eco-Tourism in the Himalayan Region of India
- Community-based tourism in the Indian State of Uttarakhand: A Case Study of Homestays and Lodges
- The Digital Future of the Tourism and Hospitality Industry
- Managing Employee Attitude and Behaviors in the Tourism and Hospitality Industry
- Consumer Trust in the Tourism and Hospitality Industry
- A Study on the Role of Smartphones in Tourism and Hospitality Marketing
- Influences of Social Media on the Tourism and Hospitality Industry
- Adoption of Robots, Artificial Intelligence and Service Automation by Travel, Tourism and Hospitality Companies Cost-Benefit Analysis
- Tourism and Hospitality Education in India
- The Effects of ICT Application on the Tourism and Hospitality Industries in India

- New Innovations in Tourism Education
- Recent Developments in Tourism and Hospitality Industry in India
- The Role of Hospitality Services in Promoting Tourism Industry in India
- The Hospitality Industry in the face of the COVID-19 Pandemic
- Neo-Tourism and Hospitality- Vehicle for World Peace & Sustainable Development
- Tourism as Vehicle for Peace in Sustainable Development
- Sustainable Tourism: Opportunities and Challenges
- Aviation Industry: Issues and Challenges
- Medical Tourism: Innovative Practices
- Tourism as an Industry
- Transforming Hospitality & Tourism: Sustainable Goals & Strategies for Future
- Current and emerging Trends in Tourism and Hospitality
- New Travel Trends: Transformative and Regenerative Travel Experience
- Sustaining Culture and Heritage Tourism through Community Development and Involvement Hospitality & Tourism Education and Training: Future, Strategies & Sustainability
- Virtual and E-Tourism

Note: Learners can select any one topic from the above-suggested list

Annexure-A

Letter/Certificate of Approval
(By the Supervisor)

I hereby certify that the proposal for the Project Report entitled **(Name of the Project Report)**
by **(Name of the candidate)**has
been prepared after due consultation with me. The proposal has my
approval and I also agree to supervise the above-mentioned Project
Report till its completion.

(Signature of the Supervisor)

Name.....

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Designation.....

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Address.....

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Email

id.....

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Mobile No.

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Annexure-B

Title of the Project Report

**Project Report
Submitted for the Award**

of

**Bachelor of Tourism and Travel
Management (BTTM)**

By:

Student's Name:.....

Enrollment No.....

Study Centre Name and Code.....

Under the Supervision of

Supervisor's Name:.....

Address:.....

(Academic Year)

**Uttarakhand Open University
School of Tourism, Hospitality and Hotel Management
Haldwani (Nainital), Uttarakhand-263139**

Annexure-C

Declaration

I hereby declare that the project work entitled (**Title of the Project Report**) submitted to the Department of the Tourism, Uttarakhand Open University (UOU), Haldwani is a record of an original work done by me under the guidance of (**Name, designation and address of the Supervisor**)_this project work is submitted in partial fulfilment of the requirements for the award of the degree of **Bachelor of Tourism and Travel Management (BTTM)**. The results embodied in this project report have not been submitted to any other University or Institute for the award of any degree.

Signature of the Candidate

Name of the Candidate.....

Enrollment No.....

Address.....

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Email id:.....

Mobile No.

Annexure- D

Certificate

This is to Certify that the Project Report entitled **(Topic of the Project Report) submitted** to the Department of Tourism, Uttarakhand Open University, Haldwani in partial fulfilment for the award of the degree of **Bachelor of Tourism and Travel Management (BTTM)** is a record of bona fide work carried out by **(Student's Name, Enrollment No.)** under my supervision and guidance. All help received by him from various sources has been duly acknowledged. No part of this report has been submitted elsewhere for the award of any other degree.

(Signature of the Supervisor)

Name.....

Designation.....

Address.....

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Email id.....

Mobile

No.....

Acknowledgement (Sample Copy)

I am deeply grateful for the guidance and support I have received throughout the completion of this tourism project. First and foremost, I would like to express my sincere gratitude to **[Professor/Supervisor's Name]**, whose invaluable insights, constructive feedback, and constant encouragement have significantly contributed to the success of this project.

I extend my heartfelt thanks to the faculty and staff of **[Your Institution's Name]**, especially the Department of Tourism, for providing the necessary resources and facilities that made this project possible. Their unwavering support and assistance have been instrumental in my research and analysis.

I am also thankful to the various tourism professionals and industry experts who took the time to share their knowledge and experiences with me. Their practical insights have enriched the content of this project and provided a real-world perspective on the tourism industry.

I would like to acknowledge the assistance of my fellow classmates and friends, who offered their help and shared their knowledge during the course of this project. Their collaboration and camaraderie have been a source of motivation and inspiration.

Finally, I am profoundly grateful to my family for their unconditional love, patience, and encouragement throughout my academic journey. Their unwavering support has been my greatest strength.

Thank you all for your contributions and support.

Signature of the Candidate

Name of the Candidate.....

Enrollment No.....

Address.....

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.....

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Email id:.....
Mobile No.