

Department of Tourism
School of Tourism Hospitality Hotel Management
Uttarakhand Open University
Haldwani (Nainital)

MTTM Third Semester

Industrial Training or Project Report Guidelines

Programme Code: MTTM-16/17/21

Maximum Marks: 100

Last Date of Submission: 30th December, 2024 (Summer Session, July 2024-25)

Last Date of Submission: 15th May, 2024 (Winter Session, January 2025)

Course Title: Industrial Training or Project Report

Course Code: MTTM-305

Industrial Training Guidelines:

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, the geographical area where the task is carried out
 - Mention the 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 are required 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 are required to mention their daily/weekly activities or tasks completed and what they learned during their online/offline training.
- **Chapter: 5 Problems, Suggestions and Conclusion**
- Bibliography

Or

Project Report Guidelines:

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 take the approval of your counsellor in 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 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 must be original and prepared in English and should not be copied or reproduced by anyone else. 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 (MS Word) 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:

Programme Coordinator
Department of Tourism (STHHM)
Uttarakhand Open University
Behind Transport Nagar
Haldwani, District: Nainital,
Uttarakhand, **Pincode-** 263139
Phone No. - 05946-286034
Email id:
akhileshsingh@uou.ac.in

- If, at any point in time, it is found that the project report or summer training report is copied from any other learner'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 and 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 Ecotourism 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
- The Role of Government Policies in Promoting Tourism
- Impact of Climate Change on Tourism Destinations
- Adventure Tourism: Trends and Challenges
- The Role of Festivals in Promoting Tourism
- The Impact of Airbnb on the Traditional Hospitality Industry
- Gastronomy Tourism: Exploring Culinary Experiences
- The Role of Travel Agencies in the Digital Age
- The Future of Cruise Tourism: Trends and Challenges
- The Role of Cultural Heritage in Tourism Development
- The Economic Impact of Sports Tourism
- Dark Tourism: Motivations and Ethical Considerations
- Ecotourism: Balancing Conservation and Tourism
- The Role of Public-Private Partnerships in Tourism Development
- The Impact of Terrorism on Tourism
- Tourism Marketing Strategies in the Digital Age
- The Role of Tour Guides in Enhancing Tourist Experience
- Volunteer Tourism: Benefits and Challenges
- The Role of Aviation in the Growth of Tourism
- The Impact of Over-Tourism on Popular Destinations
- The Role of Infrastructure in Tourism Development
- The Future of Space Tourism
- The Impact of Political Instability on Tourism
- Wellness Tourism: Trends and Opportunities
- The Role of Museums in Cultural Tourism
- The Impact of Globalization on Tourism
- The Role of Technology in Enhancing Tourist Experience
- Religious Tourism: Trends and Motivations
- The Role of National Parks in Promoting Ecotourism
- The Economic Benefits of MICE (Meetings, Incentives, Conferences, and Exhibitions) Tourism
- The Role of Local Cuisine in Promoting Tourism
- The Impact of Tourism on Indigenous Communities
- The Role of Tourism in Poverty Alleviation
- The Future of Sustainable Tourism
- The Impact of Travel Restrictions on Tourism
- The Role of Branding in Destination Marketing
- The Influence of Film and Television on Tourism
- The Role of Tourism in Urban Regeneration
- The Impact of Wildlife Tourism on Conservation

- The Role of Travel Blogs in Shaping Tourist Decisions
- The Future of Smart Tourism
- The Impact of Cultural Festivals on Local Economies
- The Role of Tourism in Promoting Gender Equality
- The Impact of Tourism on Coastal Areas
- The Role of Green Certifications in Sustainable Tourism
- The Influence of Social Media Influencers on Tourism
- The Impact of Virtual Tours on Tourism Marketing
- The Role of Tourism in Promoting Intercultural Understanding
- The Economic Impact of Film-Induced Tourism
- The Role of Tourism in Promoting Regional Development
- The Impact of Mobile Technology on Tourist Behavior

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 Project as mentioned in the above Report, till its completion.

(Signature of the Supervisor)

Name.....

Designation.....

Address.....

.....

.....

.....

Email id.....

Mobile No.

Annexure-B

.....Title of the Project Report.....

Project Report
Submitted for the Award
of
Master of Tourism and Travel Management
(MTTM)

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 **Master of Tourism and Travel Management (MTTM)**. 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.....

.....

.....

.....

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 **Master of Tourism and Travel Management (MTTM)** 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.....

.....

.....

Email id.....

Mobile No.

Annexure-E

Acknowledgement

I take this opportunity to express my heartfelt gratitude to my teachers for their unwavering guidance, encouragement, and support throughout my journey as an MTTM learner. Your dedication to imparting knowledge and fostering critical thinking has been instrumental in shaping my understanding of tourism and travel management.

I am also deeply thankful to my friends for their camaraderie and collaborative spirit. Your support, insightful discussions, and shared experiences have made this academic journey both enriching and memorable.

Lastly, I extend my sincere appreciation to my family and relatives for their constant encouragement and belief in my abilities. Your unwavering support and sacrifices have been my source of strength and inspiration.

To all who have been part of this journey, I am profoundly grateful. Your contributions have not only helped me grow academically but have also shaped me as an individual.

Signature of Learner