UTTARAKHAND OPEN UNIVERSITY HALDWANI (NAINITAL)

BTTM Fifth Semester Assignment

Programme Code: BTTM-16/17 **Maximum Marks:** 50
Last Date to send Project Proposal: 05 March, 2021
Last Date of Submission: 15 April, 2021
Course Title: Industrial Training or Project Report
Course Code: BTTM-504
Session: 2020-21 summer

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 in 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 through Registered Mail or Speed Post for the 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 online 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 have to 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 is required to be given by referring to some standard textbooks, journals, magazines, newspapers, etc. the 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 a good impression to the Viva committee as well as 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 their learning thereof during their online/offline training.
- **Chapter: 5** Problems, Suggestions and Conclusion
- Bibliography

Or

Project Report:

After identifying the area of your interest, you should discuss it with your counsellor and decide the aim and objectives of your decided topic. Now prepare one copy of the proposal (preferably typed) then take the approval of your counsellor on the format given in **Annexure "A".** Send the soft copy of your proposal on 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 your project work.

Project Report's title must be chosen by the learner from the suggested list given below and after the consultation with his supervisor. The learner will start his project report's work only after it is approved by his supervisor. A counsellor appointed by the study centre will act as supervisor. The project report must be typed and should contain minimum 100 pages (A4 size). It should be typed in double space, using Times New Roman font size 12 and one inch margin on all side of the paper. Before sending his project report to the University the candidate should put his signature on acknowledgement and declaration pages and should ensure that it is certified by his supervisor or not. The study centre will send one copy of the project report to the University through registered mail or speed post for the 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. 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, Enrolment No. 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

<u>Submission Guidelines for Project Report and Summer Training Report:</u>

- Learners will send the soft copy of their project report or summer training report on Programme Coordinator's **Email id:** akhileshsingh@uou.ac.in

- Prepare one copy of the Project Report in hard bound 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
> 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 be not be considered incomplete and they will not allow to appear in the Viva-Voce Examination.

- If at any point of 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 Promotion and Development of Tourism and Hospitality Industry.

- Role of Internet in Growth of 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 the Tourism and Hospitality Industry in India.

- A Study on Impacts of Automation on Tourism and Hospitality Jobs

- A Study on 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 role of Mobile Applications for Accessible Tourism

- Medical Tourism in India: Issues, Opportunities and Challenges

- Emerging Trends, Challenges and Future Prospectus 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 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 Tourism and Hospitality Industry

- A Study on 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-A 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 & 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

  Learners can select anyone topic from the above suggested list

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………..….…...……………………
 Designation……….…...………...…………….
 Address…....…………..……….....………..
 ....……………
 ………….……………………………………
 ………….……………..…………………
 Email id….………..…………………...
 Mobile No. ………………………………….

…………..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

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 the 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……………………………….
..………........………………….
………..………………………
………………………………
Email id:………………………….
Mobile No. ………………………..

<u>Certificate</u>

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 fulfillment 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 award of any other degree.

(**Signature of the Supervisor**)

Name……..………………………….

Designation.………..………………..

Address…..………....………………..

...………...…..………………………

…..………..………………………….

Email id…..……………………….....

Mobile No. ……………..…………….