Admission Information Brochure
(प्रवेश सूचना विवरणिका)

Programme Name:
Master of Tourism and Travel Management (MTTM)

Summer Session – July 2025

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

Department of Tourism
School of Tourism, Hospitality and Hotel Management (STHHM)

Efforts have been made to ensure the accuracy and reliability of this brochure's information, facts and regulations. However, in case of any error or discrepancy found, the official information issued by the University shall prevail and be deemed authoritative.

About UOU:

Uttarakhand Open University was established in 2005 by an Act of the Uttarakhand Legislative Assembly to promote higher education through the Open and Distance Learning (ODL) system. In line with the ODL philosophy, UOU aims to provide inclusive education to individuals who missed formal education, especially women, tribals and marginalised communities in remote and rugged terrains. The University leverages flexible, innovative teaching methods, including technology and contact counselling sessions to ensure effective learning and skill development.

UOU offers vocational, professional and traditional courses for employment and self-employment opportunities. It focuses on creating skilled, knowledge-based human resources to support the state's development. With 120+ Study Centres across Uttarakhand under eight Regional Centres, UOU ensures education reaches even the most distant corners of the state. The University collaborates with research institutions, companies and professional bodies through Memorandums of Understanding (MOU) to enhance the resources and opportunities available to its students.

Committed to maintaining high academic standards, UOU continually adapts to professional and technical education changes, developing innovative programmes to meet modern demands. The University's vision is to provide quality education as a key growth driver, fostering independent learning and knowledge dissemination in Uttarakhand.

About STTHM:

The School of Tourism, Hospitality and Hotel Management (STHHM) at Uttarakhand Open University (UOU) addresses the growing demand for skilled professionals in the global hospitality and service industries. This specialised education sector combines theoretical knowledge and practical training to prepare individuals for supervisory and entry-level roles in Tourism, Hospitality and Hotel Administration.

STHHM has departments:

- Tourism Department
- Hotel Management Department

Both departments offer five different programmes:

- Ph.D. in Tourism
- Master of Tourism and Travel Management (MTTM)
- Bachelor of Tourism and Travel Management (BTTM)
- Diploma in Tourism Studies (DTS)
- Diploma in Hospitality Administration (DHA)

The primary objectives of the school's programmes are to provide educational opportunities to:

- Individuals already employed in the industry seeking to upgrade their qualifications.
- People residing in remote or hilly areas with limited access to higher education.
- Aspirants wishing to enhance their knowledge through distance education for various reasons.

Job Opportunities in Tourism and Hospitality Industry:

Career prospects in this field include opportunities with government tourism departments, private travel agencies, tour operators, civil aviation and freelancing. Self-employment is also a prominent feature in this sector.

The school offers standardised curricula and programmes of varying durations to meet the industry's need for trained personnel. Recognising the significant annual demand for professionals in Tourism and Hospitality, UOU provides specialised academic programmes designed to equip learners with the skills required in the hotel, restaurant, and broader hospitality services sectors.

Teaching and non-teaching staff of STHHM:

Teaching and Non-Teaching Staff associated with STHHM		
Name	**Designation**	**Email id**
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About MTTM Programme:

The Master of Tourism and Travel Management (MTTM) programme is a postgraduate degree designed for individuals aspiring to build careers in the dynamic tourism and travel industry. This program equips students with comprehensive knowledge of tourism management, hospitality, sustainable practices and global travel trends. It emphasises critical skills like destination management, marketing and customer service, blending theoretical insights with practical applications. Graduates are prepared for diverse roles in travel agencies, tourism boards, hospitality firms, event management and consultancy. The programme fosters an understanding of culture, environment, management and economic impacts, empowering students to address challenges and opportunities in the global tourism sector. The Master of Tourism and Travel Management (MTTM) programme at Uttarakhand Open University (UOU) is designed to provide in-depth knowledge and skills in tourism and travel management.

Duration:

The programme spans a minimum of two years and a maximum of four years, with 84 credits distributed across four semesters. Each Semester carries 20 credits, except the third Semester, which includes 24 credits.

Programme Structure:

Evaluation Scheme of Master of Tourism and Travel Management Semester-1					
MTTM - 1st Semester					
Course Code	Course Title	Credit	Assignment	ESE	Total Marks
MTTM-01	Principles of Management	04	30	70	100
MTTM-02	Tourism: Principles and Practices	04	30	70	100
MTTM-03	Introduction to Tourism Marketing	04	30	70	100
MTTM-04	Travel Agency Management and Tour Operations	04	30	70	100
MTTM-05	Tourism Communication	04	30	70	100
Total Credits		20	Total Marks		500

Evaluation Scheme of Master of Tourism and Travel Management Semester-II					
MTTM– 2nd Semester					
Course Code	Course Title	Credit	Assignment	ESE	Total Marks
MTTM-06	Human Resource Management in Tourism	04	30	70	100
MTTM-07	Accounting and Financial Management	04	30	70	100
MTTM-08	Hospitality Management	04	30	70	100
MTTM-09	Organisational Behaviour and Tourism Entrepreneurship	04	30	70	100
MTTM-10	Transport Management	04	30	70	100
Total Credits		20	Total Marks		500

Evaluation Scheme of Master of Tourism and Travel Management Semester-III					
MTTM-11, MTTM-12 and MTTM-15 courses are compulsory and select each course from MTTM-13 (Elective-I) and MTTM-14 (Elective-II) MTTM 3rd Semester					
Course Code	Course Title	Credit	Assignment	ESE	Total Marks
MTTM-11	Research Methodology	04	30	70	100
MTTM-12	Tourism Geography	04	30	70	100
MTTM-13	Elective-I (Choose any one course from the list)	04	30	70	100
MTTM-14	Elective-II (Choose any one course from the list)	04	30	70	100
MTTM-15 (Compulsory Course)	Training Report (150 marks) and Viva-Voce (50 marks)	08	200		
Total Credits		24	Total Marks		600

Evaluation Scheme of Master of Tourism and Travel Management Semester-IV					
MTTM-16 and MTTM-19 courses are compulsory and select each course from MTTM-17 (Elective-III) and MTTM-18 (Elective-IV) MTTM – 4th Semester					
Course Code	Course Title	Credits	Assignment	ESE	Total
MTTM-16	Leading Tourism Organizations	04	30	70	100
MTTM-17	Elective-III (Choose any one course from the list)	04	30	70	100
MTTM-18	Elective-IV (Choose any one course from the list)	04	30	70	100
MTTM-19 (Compulsory Course)	Project Report/Dissertation (150 marks) and Viva-Voce (50 marks)	08	200		
Total Credits		20	Total Marks		500

Total Credits: 84

ESE= End Semester Examination

Semester-3rd

Elective-1:

1. GDS in Air Ticketing and Cargo Handling
2. Information Technology for Tourism Industry
3. Itinerary Planning and Tour Packaging

Elective-II:

1. Indian History, Society and Culture
2. Tourism Products of India
3. International Tourism
4. World's Leading Tourism Destinations
5. Tourism Products of Uttarakhand

Semester-4th

Elective-III:

1. Tourism Laws and Travel Documentations
2. Adventure Tourism
3. Tour Guiding and Escorting Skills
4. MICE Tourism

Elective-IV:

1. Tourism Policy and Planning
2. Ecology of Tourism and Tourism Impacts

Admission Procedure:

A candidate who qualifies the entrance examination will undergo the document verification process. If their documents are found to be correct, they will proceed to pay the admission fee. After completing this step, they will be considered for final admission into the MTTM programme.

Eligibility: The minimum eligibility criteria for admission in the Master of Tourism and Travel Management (MTTM) programme shall be graduation in any stream from a recognised Institution/University and a candidate who has secured at least 40% marks in the entrance examination. There is no upper age limit for admission to the Master of Tourism and Travel Management (MTTM) programme offered by Uttarakhand Open University.

Semester Pattern: A semester shall generally extend over six months. The evaluation of the learner will be based on the assignment (Online/Written) submitted and the end-semester examination. Presently, the assignment (Online/Written) carries 30% of the total marks of the course. The marks of the assignment (Online/Written) shall be considered for the computation of Grades. The written end-of-semester examination currently carries 70% of the total marks assigned for the course.

Medium of Instruction: The medium of instruction will be only in English

Admission Process:
Admission to the MTTM Programme
Admission to the MTTM programme will be based on the candidate's score in the entrance examination conducted by the University.

Application Process:
- Candidates must complete the online application form with accurate details and submit a hard copy to the Controller of Examinations (COE) office, along with a copy of the fee receipt.
- **Do not attach** any mark sheets, certificates or additional documents with the initial application. Required certificates must be submitted later during the form verification and online admission process after the entrance examination.

Entrance Examination:

- Details of the entrance exam and sample questions are provided later in this document.
- Candidates appearing for the entrance exam must pay a **non-refundable** registration fee of **₹1000/-**. This fee will not be refunded under any circumstances.

Final Admission Confirmation:

- Only candidates selected based on their entrance exam scores will proceed to the final admission stage.
- Admission will be confirmed **only after** the candidate submits the required **original certificates** (along with photocopies) and pays the full programme fee at the time of admission.

Admission Application:

To apply for the entrance examination for admission to the MTTM programme, candidates must apply online by visiting the link for MTTM Admission-2025 on the university website www.uou.ac.in as follows:

- After uploading the required information, students must pay the examination fee online.
- Using the registration number, date of birth and the unique number of the challan, the candidate will have to revisit the same link, generate the entrance exam application form and apply by uploading the required information online. The candidate must scan and enter their latest coloured photograph and signature in the designated place on the admission application form.
- The date, time and examination centre information of the entrance examination will be printed on the admit card and displayed on the university website www.uou.ac.in, one week before the examination date. The admit card will be available on the university website www.uou.ac.in. Candidates can download the admit card 5 days before the exam date.
- The University reserves the full right to allocate the entrance examination centres. Permission to sit in the entrance examination does not mean the candidate fulfils the eligibility criteria for admission to MTTM programme.
- Candidates who qualify in the entrance examination must bring their ABC and DEB ID at the time of counselling. Without these, the candidate will not be able to take admission.

Entrance Exam Fee and Programme Fee:

The entrance exam fee for the MTTM programme is ₹1000/-. Candidates must pay this fee only through online transfer. The programme fee will be decided by the admission section.

The MTTM entrance exam will be held in the following cities:

- Haldwani and Dehradun

Note: The University may change the entrance exam date and program fee for unavoidable reasons.

Note: Due to unavoidable circumstances, the university reserves the right to modify the dates of the entrance examination, as well as the entrance fee and programme fee.

Syllabus for MTTM Entrance Exam:

The MTTM entrance exam will include 50 objective type questions (MCQ) and one question will carry two marks. The syllabus for the entrance exam is given below:

- Current Events: Related to the Tourism and Hospitality industry.
- **General Awareness:** Current affairs, History, Political Science and Geography.
- **Mathematical Reasoning and Aptitude:**
  - ✓ Types of reasoning.
  - ✓ Number series, Letter series, Codes and Relationships.
  - ✓ Mathematical Aptitude (Fraction, Time & Distance, Ratio, Proportion and Percentage, Profit and Loss, Interest and Discounting, Averages etc.).
- **Data Interpretation:**
  - ✓ Sources, acquisition and classification of Data.
  - ✓ Quantitative and Qualitative Data.
  - ✓ Graphical representation (Bar-chart, Histograms, Pie-chart, Table-chart and Line-chart) and mapping of Data.
  - ✓ Data Interpretation.
- **English Language:** Comprehension passage, grammar and vocabulary.
- **Tourism Products:**
  - ✓ Natural Tourism Products- (landforms, waterbodies, wildlife)
  - ✓ Man-Made Tourism Products- Monuments and Heritage Sites, Temples and Religious Structures, Palaces and Forts, Fairs and Festivals.
  - ✓ Information and Communication Technology (ICT)
  - ✓ ICT: General abbreviations and terminology.
  - ✓ Basics of Internet, Intranet, E-mail, Audio and Video-conferencing.
  - ✓ Digital initiatives in higher education.
  - ✓ ICT and Governance.

To pass the entrance exam, candidates must obtain at least 40 marks. Candidates must take their seats 30 minutes before the start of the entrance examination. No candidate will be allowed to enter the examination hall after the commencement of the exam. An OMR answer sheet will be provided for the entrance exam, on which candidates must mark their answers.

Instructions for Answering Questions:

Four circles will be provided, marked A, B, C and D respectively. After reading each question, the candidate has to choose the correct answer and completely darken the circle on the answer sheet using a ballpoint pen. Candidates should bring a black or

blue ballpoint pen to fill out the OMR answer sheet. Samples of the questions to be included in the entrance exam are as follows:

Model Question Paper:
Question 1: Current Events (Tourism and Hospitality)
Which country recently launched a global tourism campaign titled "Visit the Land of Smiles"?
A) India
B) Thailand
C) Malaysia
D) Singapore

Question 2: Tourism Products
Which of the following is an example of a **Natural Tourism Product**?
A) Taj Mahal
B) Sundarbans Mangrove Forest
C) Disneyland
D) Lotus Temple

Teaching Methodology:
The instructional methods for the MTTM programme include the following:

- Self-instructional printed material
- Audio-visual and other electronic instruction
- Counselling sessions
- Internship Report
- Project Report

Evaluation System/Examination:
MTTM programme follows a semester system. The evaluation for various papers includes the following aspects:

- Periodic assignments (Assignment work carries 30 percent weightage in the exam)
- End-of-semester examination (The examination carries 70 percent weightage)

Attendance and Passing Criteria:
Students will only be allowed to appear in the end-of-semester examination if they have at least 80% attendance in the counselling. A student will be declared passed in a particular paper if they obtain a minimum of 35% marks separately in both the assignment and the end-of-semester examination for that paper.

Study Centre and Examination Centre:
Allocation of study centres, based on the merit list prepared from entrance exam scores and reservation provisions, will be finalised during the admission counselling process. Information about the admission counselling process will be available on

the university website. The list of selected candidates will also be available on the website. Students are expected to check the university website regularly. The study centre allocated by the University will not be changed under any circumstances. In exceptional circumstances, changing the examination centre is possible by paying the prescribed fee.

Special Information:
In case of any ambiguity or discrepancy in the information provided in this admission information brochure, the provisions mentioned in the University Act, Statutes and Ordinances and the University's decision will be final. In case of changes in the mentioned subjects due to specific reasons, information will be made available on the university website in due course.

Please ensure that the information you provided in the application form is accurate. If it is found at any stage that the information you provided is incorrect, your admission will be rejected.