

Admission Information Brochure (प्रवेश सूचना विवरणिका)

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

Session - January 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 four different programmes:

- Master of Tourism and Travel Management (MTTM)
- Bachelor of Tourism and Travel Management (BTM)
- 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	Mobile No.	Email id
Prof. M.M. Joshi	Head, STHHM	+919690676632	mmjoshi@uou.ac.in
Dr Akhilesh Singh	Programme Coordinator & Assistant Professor	+917376651395	akhileshsingh@uou.ac.in
Dr Subhash C. Ramola	Assistant Professor (AC)	+9109410593690	sramola@uou.ac.in
Dr Manoj Kumar Pandey	Assistant Professor (AC)	+919758758013	mkpandey@uou.ac.in
Dr Ashish Tamta	Assistant Professor (AC)	+919411118915	ashishtamta@uou.ac.in
Ms. Priya Bora	Assistant Professor (AC)	+9108445153665	priyabora@uou.ac.in
Ms. Ritu Bora	Clerk	+9109410341651	rbora@uou.ac.in

About MTTM Programme:

The Master of Tourism and Travel Management (MTTM) program 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-101	Principles of Management	04	30	70	100
MTTM-102	Tourism: Principles and Practices	04	30	70	100
MTTM-103	Introduction to Tourism Marketing	04	30	70	100
MTTM-104	Travel Agency Management and Tour Operations	04	30	70	100
MTTM-105	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-201	Human Resource Management in Tourism	04	30	70	100
MTTM-202	Accounting and Financial Management	04	30	70	100
MTTM-203	Hospitality Management	04	30	70	100
MTTM-204	Organisational Behaviour and Tourism Entrepreneurship	04	30	70	100
MTTM-205	Transport Management	04	30	70	100
Total Credits		20	Total Marks		500

Evaluation Scheme of Master of Tourism and Travel Management Semester-III					
MTTM-301, MTTM-302 and MTTM-305 courses are compulsory and select each course from MTTM-303 (Elective-I) and MTTM-304 (Elective-II)					
MTTM 3rd Semester					
Course Code	Course Title	Credit	Assignment	ESE	Total Marks
MTTM-301	Research Methodology	04	30	70	100
MTTM-302	Tourism Geography	04	30	70	100
MTTM-303	Elective-I (Choose any one course from the list)	04	30	70	100
MTTM-304	Elective-II (Choose any one course from the list)	04	30	70	100
MTTM-305 (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-401 and MTTM-404 courses are compulsory and select each course from MTTM-402 (Elective-III) and MTTM-403 (Elective-IV)

MTTM - 4th Semester

Course Code	Course Title	Credits	Assignment	ESE	Total
MTTM-401	Leading Tourism Organizations	04	30	70	100
MTTM-402	Elective-III (Choose any one course from the list)	04	30	70	100
MTTM-403	Elective-IV (Choose any one course from the list)	04	30	70	100
MTTM-404 (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 will be based on the marks obtained by candidates in the entrance examination conducted by the University. Candidates must complete the application form online with complete information and send a hard copy to the Controller of Examination (COE) office along with a copy of the fee receipt. No attachments, mark sheets or copies of certificates are to be included with the initial application. Required certificates will be attached during the online admission process for MTTM programme after the entrance examination. Details of the entrance examination and a sample of the questions are given further in the document. Admission will be considered complete only after the candidate, selected based on the entrance exam, submits the required original certificates and copies, along with the program fee, at the time of admission. Candidates appearing for the entrance exam must deposit ₹1000/- as a registration fee. The registration fee will not be refunded under any circumstances.

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-2024 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 along their ABC and DEB ID at the time of counselling. Without these, the candidate will not be able to secure 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 admission section.

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

- Haldwani

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

Important Dates:

S. No.	Description	Date
1.	Online application for entrance examination	01/01/2025 to 28/01/2025
2.	Admit card (Download)	30/01/2025 to 02/02/2025
3.	Entrance examination (Online)	03/02/2025
4.	Entrance examination (Time)	11:00 am to 12:00 pm
5.	Entrance exam results	06/02/2025
6.	Document verification (at university office)	10/02/2025 and 11/02/2025
7.	Admission date	12/02/2025 and 28/02/2025

Note: Due to unavoidable reasons, the dates of the entrance exam and program fees may be changed by the university.

Syllabus for MTTM Entrance Exam:

The syllabus for the MTTM entrance exam will include the 50-objective type (MCQ) questions from the below syllabus and one question will carry one mark:

- **Current Events:** Related to the Tourism and Hospitality industry
- **General Awareness:** Current affairs, History and Geography
- **Quantitative Aptitude:** Basic mathematics, numerical ability and data interpretation.
- **Reasoning Ability:** Logical reasoning, analytical thinking and problem-solving skills.
- **English Language:** Comprehension, grammar, vocabulary and writing skills.
- **Tourism Products:**
 - ✓ **Natural Tourism Products** (mountains, beaches, rivers, wildlife)
 - ✓ **Man-Made Tourism Products** (heritage sites, festivals, art, architecture, theme parks, monuments, museums, pilgrimage centres, temples, mosques, churches, sacred sites, trekking, rafting, eco-tourism, wellness tourism).

The total duration of the entrance exam will be 1.5 hours.

To pass the entrance exam, candidates must obtain at least 20 marks. Candidates must take their seats 30 minutes before the start of the exam. 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 with the corresponding letter 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. Upon successfully passing all the papers, the student will be awarded a grade separately for the theory and practical examinations at the end of the final Semester, based on their obtained marks:

- First Division – 60% or more
- Second Division – 48% or more but less than 60%
- Third Division – 35% or more but less than 48%

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.