



Memorandum of Understanding

Between

University of Lucknow

And

Indian Association of Tour Operators – IATO (Industry Partner)

University of Lucknow an educational institution covered under UP State Universities Act, 1973, the first party (henceforth called LU) and Indian Association of Tour Operators, the second party (henceforth called IATO), a registered non-profit organization promoting welfare of its members, travel and tourism agree to enter an MoU on Tuesday, 19th day of January 2021, wish to establish a cooperative relationship fostering engagement between the two organization with respect to the Tourism & Hospitality courses being conducted at Institute of Tourism Studies, University of Lucknow

This Memorandum of Understanding (MoU) sets out the framework for the cooperative relationship between the parties to enhance quality of course and contribution towards the same by both the parties.

Provisions:

1. Effective Date and duration of MOU:

This MOU takes effect from the date of signing by both the parties and initially will continue for a period of three years. Prior to the expiry of this MOU the parties may agree in writing to extend or curtail the period.

2. Areas of Co-Operative & Consultation:

The parties agree to collaboratively work towards effective development & delivery of Tourism & Hospitality being offered to students by Institute of Tourism Studies, University of Lucknow.

3. The parties will collaboratively work broadly in the following areas besides other issues arising from time to time.

(A) Role of IATO

- a) IATO will assist in designing industry relevant Tourism & Hospitality course curriculum.
- b) Sourcing Internships & Final job placement for students of Institute of Tourism Studies, University of Lucknow
- c) Will help in bringing eminent industry leaders and sector related academia.
- d) Will facilitate in organizing trade related workshops/ Seminars/ Conferences and Trade fairs.
- e) Undertaking Capacity development initiatives for Institute of Tourism Studies, University of Lucknow Faculty members.
- f) Sourcing live projects for the students from corporations in the sector.
- g) Other related initiatives with an objective of making the Tourism & Hospitality Courses industry oriented.

(B) Role of LU

- a) LU will set up an advisory board for Institute of Tourism Studies (henceforth called ITS) with at least one honorary member from IATO to assist ITS.
- b) Institute of Tourism Studies, University of Lucknow Faculty shall also assist IATO in facilitating and designing training programs for its members and their staff as a continuous educational process.
- c) ITS will conduct Ph.D/ PG/ UG/ Diploma and Certificate courses and whenever necessary will partner with IATO.

4. Use of Name and Logo:

Both the parties will use the name or logo of the other party for publicity, advertising or news release only after written approval of the other party.

5. Resolution of Dispute:

This MOU outlines the framework of a working relationship between the parties. In case of dispute the matter will be resolved by committee set up by Vice Chancellor LU with representatives from both parties. If the matter is not resolved any dispute will remain subject to the jurisdiction of courts at Lucknow.

6. Finances:

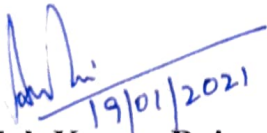
This MOU will not generate any financial obligations on the two parties. .
Whenever necessary separate approvals will be obtained from relevant authority independent of this MoU.

7. Termination:

Either party may terminate this MoU by providing a minimum of one month written notice to the other party. The termination of this MoU will not affect any activity or project that is subject of a further agreement between the parties unless the relevant agreement provides otherwise.

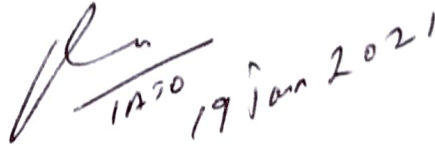
Signed & Delivered

for **University of Lucknow.**



Prof. Alok Kumar Rai
Vice Chancellor,
University of Lucknow
Dated: 19th January 2021

for **Indian Association of Tour Operators**



Prateek Hira
Chairman – Uttar Pradesh & Uttarakhand Chapter
Indian Association of Tour Operators
Dated: 19th January 2021

MoU signed in presence of:

1. Prof. Arvind Mohan
Dean, Academics, University of Lucknow
2. Registrar
University of Lucknow
3. Dr. Meeta Ghosh
4. Dr. Anushree Banerjee
5. Dr. Anupama Srivastava
Coordinator, ITS

