MEMORANDUM OF UNDERSTANDING

BETWEEN

UNIVERSITY OF LUCKNOW
(ESTABLISHED UNDER THE UP STATE UNIVERSITIES ACT, 1973)

&

RAMADA
BY WYNDHAM
LUCKNOW HOTEL AND CONVENTION CENTRE

RAMADA BY WYNDHAM
Lucknow

On 17 August 2026 at Manthan Hall, Main Camps, University of Lucknow

Memorandum of Understanding

Institute of Tourism Studies (ITS), University of Lucknow, Lucknow
Ramada by Wyndham Lucknow Hotel & Convention Centre, Lucknow (Industry Partner)
Tourism Programmes, University of Lucknow

Institute of Tourism Studies,
University of Lucknow
University Road,
Lucknow (U.P.) 226007
Website:- www.lkouniv.ac.in

Ramada by Wyndham
Lucknow Hotel & Convention Centre
Lucknow – Kanpur Road, Lucknow,
Junab Ganj, Uttar Pradesh 226401
Website: https://ramadalucknow.com/

Between

Institute of Tourism Studies (ITS), University of Lucknow, Lucknow

and

Ramada by Wyndham Lucknow Hotel & Convention Centre, Lucknow (Industry Partner)

BACKGROUND

WHEREAS both institutions desire to establish relations in the area of skill development, research and production centres. This Memorandum of Understanding (MoU) sets out the framework for the cooperative relationship between the parties to enhance quality of education by both the parties.

NOW therefore the two parties have agreed to cooperate as follows:-

AREAS OF COLLABORATION

A. Institute of Tourism Studies (ITS), University of Lucknow, Lucknow, is a premier academic institution offering programmes in Tourism, Hospitality, Travel and allied sectors. Ramada by Wyndham Lucknow Hotel & Convention Centre is a leading hospitality establishment engaged in hotel operations, guest services, food and beverage management, events, conventions and hospitality training.

B. Both parties desire to establish a collaborative relationship to bridge academia and industry through internships, training, research, skill development, placements and professional exposure for students.

1. Effective Date and Duration

This MoU shall come into effect from the date of signing and shall remain valid for three years unless extended or modified by mutual written consent.

2. Areas of Cooperation

The parties agree to collaborate in the following areas:

(i) Internship opportunities for students of ITS in various hotel departments including Front Office, Housekeeping, Food & Beverage Service, Food Production, Sales & Marketing, Human Resources and Events.

(ii) Industrial training, practical exposure and experiential learning opportunities for students.

(iii) Campus recruitment, placement assistance and career opportunities for eligible students.

(iv) Guest lectures, expert talks, workshops, seminars and masterclasses by hotel professionals.

(v) Joint organization of hospitality events, conferences, tourism festivals and skill development programmes.

(vi) Faculty development programmes, industry immersion and professional upskilling opportunities for ITS faculty members.

(vii) Live projects, case studies, consultancy assignments and research collaborations in tourism and hospitality.

(viii) Curriculum enrichment and industry feedback to enhance the relevance of tourism and hospitality programmes.

(ix) Promotion of entrepreneurship, innovation and sustainable hospitality practices among students.

(x) Any other mutually agreed academic and industry engagement activities.

3. Use of Name and Logo

Neither party shall use the name, logo or trademark of the other party without prior written approval.

4. Advisory and Academic Support

Ramada Lucknow may nominate senior executives to participate in advisory discussions, curriculum feedback sessions and academic-industry interactions organized by ITS.

5. Training and Skill Development

Both parties shall cooperate in designing and conducting training programmes, certification courses, workshops and capacity-building initiatives for students, faculty and hospitality professionals.

6. Intellectual Property Rights

All rights created by patent as a result of joint activity shall be shared by the ITS and Ramada. Unless all the parties agree, no party shall individually, and without prior notice and consent of the others, file or obtain any Intellectual Property Rights over any research materials or information under this Memorandum including properties, derivatives or processes including those that may utilize the knowledge of local communities regarding any product or process. Such Intellectual Property shall be in any event jointly owned by both parties. Regarding authors' rights, only co-investigators and other scientific staff that have contributed significantly to the study planning, fieldwork, data analysis and write-up, will be included as co-authors.

7. Legal Effect of this MoU

This MoU establishes a framework for cooperation and does not create any financial, legal partnership or joint venture obligations unless separately agreed in writing.

8. Force Majeure

Either party shall promptly notify the other party, in writing, of any situation or event arising from circumstances beyond their control, which they could not have reasonably foreseen, and which make the performance of all or part of the parties obligations under this contract impossible. Upon notification of the occurrence of such a situation or event, the performance of this contract shall be deemed to be postponed for a period of time equivalent to that caused by the Force Majeure and reasonable period not exceeding one (1) week thereafter shall be allowed for remobilisation to continue the performance of the contract.

9. Review and Amendments

The Memorandum may be amended, revised or extended if both parties agree. Such amendments or revision shall be effective from the date of signature. Amendments may be decided at any time and shall be made in writing upon mutual consent of the parties.

10. Termination

Either party may terminate this MoU by providing one month's written notice. Ongoing activities may continue subject to mutual agreement.

Signed and Delivered

Ramisha 17/08/2026

Authorized Signatory
For Institute of Tourism Studies,
Vice Chancellor/ Representative
University of Lucknow, Lucknow

Nishant Jaiswal

Authorized Signatory
For Ramada by Wyndham Lucknow Hotel & Convention Centre
Sri Nishant Jaswal/ Representative

In the Presence of (Witness):

1. Dr. Anupama Srivastava
Director, ITS

Anupam 17/08/26

17/08/2026