

ORDINANCE AND COURSE CURRICULUM FOR

P.G. DIPLOMA YOGA HEALTH & CULTURAL TOURISM

ONE YEAR PROGRAMME



DEPARTMENT OF TOURISM

UNIVERSITY OF PATANJALI, HARIDWAR

UTTARAKHAND-249405

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UNIVERSITY OF PATANJALI, HARIDWAR
Scheme of Examinations
Revised Syllabus- Nov-2015

PGD(YH&CT) Semester-I

Paper Code	Paper Name	Examination Marks		
		External	Internal	Total
YH-103	Tourism Theory and Practice	75	25	100
YH -104	Hospitality Management	75	25	100
YH -106	Project Report	100	-	100

PGD(YH&CT) Semester-II

Paper Code	Paper Name	Examination Marks		
		External	Internal	Total
YH-203	Cultural Tourism Resources	75	25	100
YH -204	Itinerary Planning, Marketing, Tour Packaging and Costing	75	25	100
YH -206	Project Report	100	-	100

University of Patanjali, Haridwar
PGD (YH&CT) Semester-I
Paper-I (YH-103)
TOURISM THEORY AND PRACTICE

Objective: This will be an introductory module giving the basis of tourism studies. This will give an overview of tourism industry and various organisations.

Unit - I Understanding Tourism:-

1. Tours, tourists, visitors, excursionists, travelers, resources, attractive, Tourism product concept.
2. Tourism: Meaning, nature and scope
3. Tourism: Types, elements and components
4. Different approaches to the study of tourism.

Unit - II An Historical Overview:-

1. Historical development of tourism.
2. Travel motivators & deterrents.
3. Pull and push factors in motivation theory.

Unit- III Tourism Impact:-

1. Economic impacts of Tourism
2. Socio-cultural Impacts of Tourism
3. Environmental Impacts of Tourism

Unit- IV Major Tourism Services:-

1. Transportation: Types and relevance in tourism
2. Accommodation: Types and relevance in tourism
3. Travel Agencies and Tour-Operators: Overview and relevance in tourism

Unit- V Tourism Organization:-

Origin, location, and functions of WTO, IATA, UFTAA, ASTA, PATA, TAAI, ITDC and DOT.

Suggested Readings:

- Mill and Morrison, (1992), The Tourism System: An Introductory Text , Prentice Hall.
Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
Burkart and Medlik, (1981), Tourism: Past, Present and Future ,Heinemann, ELBS.
Mill, R.C., (1990), Tourism: The International Business, Prentice Hall, New Jersey.
Bhatia, A.K., - International Tourism
Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)

University of Patanjali, Haridwar
PGD (YH&CT) Semester-I
Paper-II (YH-104)
HOSPITALITY MANAGEMENT

Objectives:

This Module is prescribed to appraise students about the important departments of a classified hotel and to teach various aspects related to accommodation Industry

Unit-I : Hospitality: Meaning, Nature and Typologies

Defining Hospitality: Nature and its Meaning.

Age old Institution of Hospitality with the Spirit of 'Atithi Devo Bhav' in India and its present status. Typology of Accommodation, Origin and growth of Hostel industry with special Reference to India.

Unit-II : Organization and Functions of Various Department in Hotels.

Front Office,

Food Production

F & B Service,

House Keeping

Back office and other Ancillary Department.

Unit-III : Type and Forms of Hotels

Classification of Hotel on Basis of Location, Size, Clientele and Range of Service etc
Star Classification - Criteria and Procedure Adopted in India.

Resort Properties, Heritage Hotel and Ecotels- Concept and Emerging Dimensions.

Unit-IV : Hospitality Institutions & Manpower Requirements.

Manpower Requirement in Hotel Sector vis a vis Existing HRD Structure in India.

Role and Contribution of I.T.D.C. and State Tourism Corporations in Development of Hotel Sector in India, Hospitality Educations of India-Growth & Development, Hospitality Associations (HAI, IHC, FHRAI)

Unit-V : Major Hotel Chains in India

The Taj Group of Hotels

Oberoi Hotel & Resorts

Lalit Hotels

The Ashok Group of Hotels

Unit-VI : Hospitality Distribution Channels

Hospitality Distribution Channels : Meaning & Definition , function and levels of distribution Channels, Major hospitality distribution channels- Travel agents, Tour Operator Consortia and reservation system (Galileo CRS) , Global Distribution System (GDS) Internet.

Suggested books

Introduction to Hospitality Industry-Bagri & Dahiya

Introduction to Hospitality- J. Walker

Managing Hospitality- D. Rutherford

Hotel Front Office Manual-Sudhir Andrew

Housekeeping Manual-Sudhir Andrew

Housekeeping Manual-Sudhir Andrew

Hotel and Lodging Management and Introduction: by Alan T. Stutis & James F. Wortman, John Wiley & Sons.

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PGD (YH&CT) Semester-I
Paper-III (YH-106)
PROJECT REPORT

The students will have to submit a Project Report for Via-Voce of several places of tourist interest in India.

University of Patanjali, Haridwar
PGD (YH&CT) Semester-II
Paper-I (YH-203)
CULTURAL TOURISM RESOURCES

Objective:

This model gives information of countries Tourist places of India importance and it helps students to know the background elements of Cultural Tourism Resources.

Unit - I

Art Heritage of India- Indus valley architecture- Mauryan Architecture-Buddist Architecture, Temple Architecture through the ages-Islamic Architecture.

Unit - II

Pre historic paintings- Tribal and Folk-Indian manual painting-Ajanta, Ellora-Early western Chalukya-Pallava-Pandaya-early Chera-Rashtrakuta, Chola- Vijayanagar-Nayak School- Rajasthani- Mughal and Pahadi Schools-Modern paintings.

Unit- III

Classical dances and dances styles- (Bharatha Natya, Kathakali, Mohini attam. Kuchipudi, Oddissies, Manipuir) centers of learning and performances Indian folk dances.

Unit- IV

Music-Different schools of Indian Music- Status of Vocal and instrumental music-drama-various types- new experiments.

Unit- V

Handicrafts- Iconometry and Iconography- Metal works-stone ware wood carving-furniture-jewellery - dools- musical instrument

Suggested Readings:

- Banerjee, J.N.-The development of Hindu Iconography
- Hamayana Kahan-Indian Heritage
- Percy Brawen-Indian Architecture
- Ragini Devi-Dance Dialects of India
- Sarswathi, S- Indian Sculpture
- Sivaramamoorthy –Indian painting
- Sunith V.A.- History of fine art in Indian and Cylon.

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PGD (YH&CT) Semester-II
Paper-II (YH-204)
ITINERARY PLANNING, MARKETING, TOUR PACKAGING AND
COSTING

Objectives: The students will set practical knowledge relating to travel and tour operation.

Unit - I

What is marketing? Marketing Management, Marketing Management Philosophies , Marketing Mix, Marketing challenges into the next century.

Unit - II

Concept of Tour-Itinerary, Steps in preparation of tour Itinerary, Effective principles in making tour itinerary, steps in doing tour costing, tour costing for FIT & GIT.

Unit- III

Some itinerary planning of north and west India: Example: Agra, Khjuraho and Varanasi circuit, Naintal, Deharadun, Shimla and Leh Circuit. Jaipur, Jodhpur and Udaipur Circuit.

Selected out bound package tour: Salient feature of outbound package tour, package tour of far east and South East Asian countries like Singapore, Hong Kong, Thailand and Malayasia, package tour of South Asia Countries like Nepal, Srilanka, Bhutan etc.

Unit- IV

Factors to consider when setting prices, General pricing approaches, Nature of distribution channels, Channel behavior & organization, Channel design decision, Channel Management decisions.

Unit- V

The marketing communication mix, Communication process, Steps in developing effective communication, Setting total promotional budget and mix, Advertising, Sales promotion, Public relation, Personal selling.

Note: Students to be encouraged to prepare reports and cost of at least one National and one international circuit and present the same.

Suggested Readings:

1. Navin Berry: Travel Planner
2. Eric Law: Managing Packaged Tourism
3. Philip Kotler & Gray Armstrong: Principles of Marketing
4. S. Neelamegham: Marketing in India-Cases & Readings
5. Rama Swamy & Mamakumari: Marketing Management- Planning Implementation & Control

University of Patanjali, Haridwar
PGD (YH&CT) Semester-II
Paper-III (YH-206)
PROJECT REPORT

The students will have to submit a Project Report for Via-Voce of several places of tourist interest in India.