

# **ORDINANCE AND COURSE CURRICULUM FOR**

**P.G. DIPLOMA YOGA HEALTH & CULTURAL TOURISM**

**ONE YEAR PROGRAMME**



**DEPARTMENT OF TOURISM**

**UNIVERSITY OF PATANJALI, HARIDWAR**

**UTTARAKHAND-249405**

[www.universityofpatanjali.com](http://www.universityofpatanjali.com)

**UNIVERSITY OF PATANJALI, HARIDWAR**  
**Course Syllabus**

**PGD(YH&CT) Semester-I**

Paper Code	Paper Name	Examination Marks		
		External	Internal	Total
YH-103	Tourism Theory and Practice	70	30	100
YH -104	Hospitality Management	70	30	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	70	30	100
YH -204	Itinerary Planning, Marketing, Tour Packaging and Costing	70	30	100
YH -206	Educational Tour	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 and concept.
2. Tourism: Meaning, nature and scope
3. Tourism: Types, elements and components

**Unit - II Exploring Tourism:-**

1. Historical development of tourism.
2. Travel motivators & deterrents.
3. Different approaches to the study of tourism.

**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 / UNWTO, IATA, UFTAA, ASTA, PATA, TAAL, ITDC.

**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 'AtithiDevoBhav' 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 Departments.

**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: designations, qualifications & remunerations.

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, FHRAI)

**Unit-V: Major Hotel Chains in India**

The Taj Group of Hotels

Oberai Hotel & Resorts

Lalit Hotels

The Ashok Group of Hotels

**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

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

**University of Patanjali, Haridwar**  
**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 destinations in India.**

The report shall be evaluated jointly by the internal & external examiner followed by Viva Voce Examination.

**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- (BharathaNatya, Kathakali, Mohiniattam. Kuchipudi, Oddissies, Manipuir) centers of learning and performances Indian folk dances.

**Unit- IV**

Music-Different types of Indian Music- Status of Vocal and instrumental music--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
- HamayanaKahan-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.

**University of Patanjali, Haridwar**  
**PGD (YH&CT) Semester-II**  
**Paper-II (YH-204)**  
**ITINERARY PLANNING, MARKETING, TOUR PACKAGING AND**  
**COSTING**

**Objective:** 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, 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 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.

**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)**

**EDUCATIONAL TOUR**

The Department will organize a One day Educational tour during 2<sup>nd</sup> sem to any of the nearest destination in Haridwar. On Completion of the tour each student shall be required to submit a Project Report (Minimum around 50 pages) to the H.O.D. Tourism, within 15 days of Completion of Tour. The report shall be evaluated jointly by the internal & external examiner followed by Viva Voce. The Project report shall incorporate:-

- Details of attractions seen during the destination visited.
- Accessibility to process, information of the destination.
- General Information on Tourism.
- Introduction to Patanjali Group.
- Details of Tourism Stake holders.

**Recommended Destinations:**

- a) Patanjali Yog Gram, Haridwar
- b) Patanjali Food & Herbal Park, Padartha, Haridwar
- c) Shanti Kunj, Haridwar
- d) Chilla Power Plant, Haridwar.
- e) Rajaji National Park, Chilla Haridwar