

PROGRAM OUTCOMES

M.A. YOGA & CULTURAL TOURISM

P.G. DIPLOMA IN YOGA HEALTH AND CULTURAL TOURISM

M.A. TRAVEL & TOURISM MANAGEMENT



DEPARTMENT OF TRAVEL & TOURISM MANAGEMENT

UNIVERSITY OF PATANJALI, HARIDWAR

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ABOUT DEPARTMENT

The beginning of the **Department of Travel & Tourism Management**, is traced back to **2009**, when it was established under the blessings of **Param Pujya Swami Ram Dev Ji Maharaj, *President*** and of **Param Pujya Acharya Ji Maharaj, *Vice Chancellor*** with the aim to encourage students in the segment for advanced Culture and Tourism & Hospitality Education in association with Yoga Science. The department is serving in the university **under the Faculty of Humanities & Ancient Studies**.

VISION OF THE DEPARTMENT

- The Vision of the Department is to foster sustainable well-being, enriching culture & hospitality, transforming spiritual experiences and embracing the ancient wisdom of yoga and spirituality that showcase the diverse heritage, natural beauty, and wellness that nourish the mind, body, and soul.

MISSION OF THE DEPARTMENT

- The department strive towards inspiring people and enriching tourism management practice and leadership by;
- Providing quality education in tourism travel sector;
- Nurturing social ethics and culture in relation with yoga & spirituality;
- Enhancing students, personally as well as professionally;
- Imbibing practical managerial skills, alongside theoretical business knowledge.

M.A. YOGA & CULTURAL TOURISM

Program Objective:

MA (YOGA & CULTURAL TOURISM) is a full-time, two-year super specialization program with a focus on teaching-learning that combines topics from Yoga, meditation, yoga practices, its philosophy on the one hand, and tourism, travel, cultural and hospitality as the major domain on the other. This is the hybrid educational program that offers students a comprehensive dual understanding of both the tourism industry and yoga practices. The objective of this program is to augment students with a comprehensive basic theoretical and practical understanding of the concepts and applied issues relevant to Yoga, Cultural Tourism, Hospitality and Tourism management. After studying this program, students shall be able to develop and enhance the skills of yoga in Tourism. The course encompasses the mentorship and working-in-real-situation experiences for the students to maximize learning.

Program specific objectives:

- To provide basic conceptual and traditional knowledge of yoga, business knowledge and managerial skills applicable to health, hospitality and tourism industry.
- To provide basic and required knowledge of yoga poses, pranayama, and other related skills.
- To enhance and boost up the India's and World famous cultural Heritages by providing theoretical concepts and practical awareness.
- To enable students to comprehend the demands and expectations of the hospitality and tourism industry by applying the concepts of yoga.
- To provide required practical skills to the students in all the major components of the industry.
- To impart knowledge and skills to understand and manage domestic & international tourism.
- To develop entrepreneurship skills by providing knowledge, skills and attitude to setup Yoga, Hospitality and Tourism related establishment.

Program outcomes:

After studying this course, student shall able to:

- Apply knowledge of yoga and tourism and practices to solve specific requirements of Industry.
- Foster Analytical and critical thinking abilities for data-based and situation based decision making.
- Increase ability to develop Value based Leadership in Yoga, Tourism & Hospitality Industry with the coordination of yoga concepts.
- Create, analyse and communicate social, economic, legal, ethical, Technological, and global aspects of Yoga and Tourism business.
- Lead themselves and others in the achievement of organizational goals, contributing effectively to the organization as well as society.
- Generate business ideas, develop business plans, understand regulatory requirements, and identify the sources of finance and other resources to start new Yoga and Tourism related business ventures (Entrepreneurship).

P.G. DIPLOMA IN YOGA, HEALTH & CULTURAL TOURISM

Program Objective:

A PG Diploma Program in Yoga and Tourism is an educational program that offers students a comprehensive understanding of both the tourism industry and yoga practices. The objective of the program is to enrich the students with the fundamental concepts both Yoga & Tourism with the health & cultural aspects. This interdisciplinary approach combines elements of tourism management, cultural studies, and yoga philosophy to prepare students for careers in the growing field of wellness tourism. Here's detailed overview & specific objectives of what such a diploma program typically entails:

Program specific objectives:

- To enlighten the students with the Principles of tourism, destination management, tour operations, marketing, and sustainability.
- To teach yoga philosophy, history, different yoga traditions, asanas, pranayama, meditation, and relaxation techniques.
- To make understood the concept of wellness tourism and the role of yoga in promoting physical, mental, and emotional well-being.
- To enable the students to explore the relationship between tourism and culture, with a focus on how yoga can contribute to cultural tourism experiences.
- To develop skills in providing high-quality customer experiences in tourism settings, including the integration of yoga practices to enhance visitor satisfaction.
- To develop students for making strategies for marketing yoga-related tourism products and experiences to potential travellers.
- and to create sustainable Tourism Practices with the responsible travels, keeping a focus on incorporating eco-friendly and socially responsible practices into yoga tourism offerings.

Program outcomes:

After studying this course, student shall able to:

- Lead yoga classes, workshops, or retreats in yoga studios, wellness resorts, or community centres.
- Design and organize wellness-focused travel experiences, retreats, or packages that incorporate yoga practices.
- Promote yoga-related tourism products and experiences through marketing campaigns, digital media, and social platforms.
- Uniform leading tours that include yoga activities, cultural experiences, or visits to wellness destinations.
- Advise tourism businesses on how to incorporate sustainable and responsible practices, including those related to yoga tourism.

M.A. TRAVEL & TOURISM MANAGEMENT

Program Objective:

An MA with a tourism and travel management specialisation is a postgraduate course that deals with the business management side of the tourism industry. This MA program focuses mainly on tourism marketing, communication skills, tourism policy and law, fundamentals of tourism. The objective of this program is to provide students with advanced knowledge and skills in the field of tourism management, with a focus on travel-related industries.

Program specific objectives:

- To Understand the economic principles underlying the tourism industry, including demand and supply dynamics, pricing strategies, and economic impacts.
- To Explore marketing theories and practices specific to the tourism sector, including destination branding, market segmentation, and digital marketing.
- To Analyse policies and strategies for sustainable tourism development, destination management, and tourism regulation.
- To Study principles of hospitality operations, including accommodation management, food and beverage services, and customer relationship management.
- To Learn quantitative and qualitative research methods used in tourism research, including survey design, data analysis, and interpretation.
- To Examine the role of culture in tourism experiences, cultural heritage management, and cultural tourism marketing.
- To Explore strategic management concepts and innovation strategies tailored to the tourism industry.

Program outcomes:

After studying this course, student shall able to:

- have an overview of all the relevant areas of Tourism and Travel Management
- understand the concepts thoroughly on Tourism and Travel Management.
- complete internships/projects in organizations and gain practical knowledge in the tourism and travel sector.
- develop the skill and knowledge about Tourism and Travel Management.
- be industry ready and enhance employability skills to slide into tourism and travel sector.
- be confident to start a small entrepreneurial activity in tourism and travel Sector.
- gain confidence to be self-reliant and create employment opportunities for others in tourism and travel Sector.