

**ORDINANCE AND COURSE CURRICULUM FOR
MASTER OF BUSINESS ADMINISTRATION
Yoga, Culture and Tourism (MBA YCT)
TWO-YEAR PROGRAMME**

ACADEMIC YEAR 2025-2027



**DEPARTMENT OF TOURISM
UNIVERSITY OF PATANJALI, HARIDWAR UTTARAKHAND-249405
UNIVERSITY OF PATANJALI, HARIDWAR
www.universityofpatanjali.com**

Introduction:

Nurturing professionals who lead with knowledge, values, and the spirit of *seva* (selfless service) through tourism and wellness."

The University of Patanjali proudly introduces the **MBA in Yoga, Culture and Tourism (MBA YCT)** from this academic year, building upon our rich experience of running the MA Yoga and Cultural Tourism program.

Designed in alignment with UGC guidelines, this program blends professional excellence with cultural and spiritual grounding. Tourism today is a global force, employing over 260 million people and offering immense opportunities in India's fast-growing economy.

Through a carefully crafted curriculum — spanning tourism management, wellness, sustainability, finance, and leadership — we aim to nurture capable, value-driven professionals who will lead the tourism sector with vision, ethics, and service to society.

At Patanjali University, we believe education is not just for livelihood, but for life itself — a journey towards knowledge, character, and contribution.

Objectives

At the University of Patanjali, we believe education is a sacred journey that shapes the individual's intellect, character, and contribution to society. The **Master of Business Administration in Yoga, Culture and Tourism (MBA YCT)** has been thoughtfully designed to meet the growing needs of the tourism industry, while remaining grounded in Indian values and holistic development.

The objectives of the program are:

- i. **To develop a clear understanding of tourism business**, blending management principles with ethical, sustainable practices inspired by our cultural heritage.
- ii. **To train young minds to skillfully manage tourism enterprises**, travel agencies, tour operations, event management, and wellness tourism, with a spirit of service and professionalism.
- iii. **To build the ability to lead tourism initiatives** with knowledge of hospitality, eco-tourism, cross-cultural management, finance, marketing, and entrepreneurship, anchored in responsible and conscious tourism practices.
- iv. **To nurture future entrepreneurs and leaders** who can create employment, build sustainable tourism businesses, and uplift communities through mindful tourism ventures.
- v. **To provide real-world exposure through fieldwork, yoga and wellness tourism practicals, and internships**, enabling students to connect theory with living practice, and to experience the challenges and beauty of the tourism sector firsthand.

Our approach emphasizes *activity-based learning*, close association with industry mentors, and a curriculum that empowers students to serve society, protect nature, and carry forward India's ancient wisdom into the modern world.

Programme Structure

- i. This programme is a full-time postgraduate programme offered by the **University of Patanjali**, focusing on blending management education with Indian values and tourism excellence.
- ii. The **MBA in Yoga Culture and Tourism** is an intensive course of study, spread over **two academic years**.
- iii. The programme is divided into **four semesters**, and there shall be examinations at the end of each semester as per the approved academic calendar.
- iv. Each semester consists of carefully structured courses, designed to provide three to four hours of classroom learning per week per course, along with an equal emphasis on self-study, fieldwork, assignments, projects, and practical exercises, which are integral parts of the learning process.
- v. The programme includes **On-the-Job Training (OJT)** and a **Dissertation** in the fourth semester. Students are required to undertake a one-month internship and complete a research-based dissertation project as part of their academic fulfillment.



Eligibility

Candidates seeking admission to the **MBA (Yoga, Culture and Tourism)** must possess a **Bachelor's Degree** in any discipline from a recognized university or institution, securing at least **60% marks** (with **50% marks** in case of SC/ST/PH candidates or as decided by the competent Authority).

At the University of Patanjali, we invite seekers who are devoted to learning, growth, and service to society.

Scheme of Instruction

1. The MBA (YCT) programme is divided into **four semesters** of structured teaching, along with **On-the-Job Training** in the final semester.
2. The programme covers **approximately 91 credits**, spread across **30 courses**, with each course requiring **30-45 hours** of instruction and an equal amount of self-study.
3. Each course consists of **3 to 4 hours** of classroom instruction per week.
4. **Evaluation** is based on 100 marks per course:
 - o First three semesters: **800 marks each**
 - o Fourth semester: **600 marks**
 - o Total programme marks: **3000 marks** (converted to CGPA as per norms)
5. Morning **Yoga practice** and **Yajna sessions** every Saturday are an integral and compulsory part of student life.

Evaluation

- **Internal Evaluation:** 30 marks (10 marks for internal assessment, 20 marks for viva and assignment)
Internal assessment includes written tests, assignments, project work, viva voce, presentations, and participation in field-based and classroom activities.
Students' engagement and sincerity are essential components of internal evaluation.
- **External Examination:** 70 marks
An independent **semester-end examination** will be conducted for each course, contributing **70 marks** toward the final score.
The evaluation will be carried out by appointed examiners following University guidelines. Practical and field-based courses will follow special assessment schemes detailed in the course structure.

Each course will be assessed through continuous internal evaluation and semester-end external examination, blending academic rigor with experiential learning.

Practical Exercises and Training

The programme places strong emphasis on practical learning to bridge the gap between theory and application:

- i. After the second semester, students must undertake a **4-6 week Summer Internship** in a tourism, hospitality, or wellness organization.
- ii. During the fourth semester, students must complete **On-the-Job Training (OJT)** of one month and submit a detailed report.
- iii. Academic assignments include:
 - **Term Paper** in the First Semester.
 - **Seminar Presentation** in the Second Semester.
 - **During the third semester**, students are required to **finalize their dissertation topic** and submit their **synopsis presentation** by the end of the semester.
 - **Field Tour:** Students must participate in field tours organized during the first and third semesters and submit a Field Tour Report based on their experience. (*The tour expenses will be borne by the students themselves.*)
 - **In the fourth semester**, students must **submit their final dissertation** as part of their academic requirements.
 - **Participation in morning Yoga practice and Yajna every Saturday** is **compulsory** for all students, as an integral part of holistic education.
 - Students must **complete one month of On-the-Job Training (OJT)** during the fourth semester and **submit a detailed report** based on their training experience.



Specializations to be Offered

Specializations will be offered in the **second and third semesters**.

However, depending upon the University's resources and academic planning, the availability of a particular specialization may vary from year to year.

Elective Groups Available (Choose Any Two in Fourth Semester):

- **Marketing Group (A):**
 - Advertising and Public Relations in Tourism & Hospitality
 - Airline Marketing
 - Consumer Behaviour, Advertising and Publicity
- **Human Resource Management Group (B):**
 - Legal Environment and Industrial Relations
 - Performance Appraisal and Counselling
 - Leadership and Organizational Management
- **Tourism, Wellness & Sustainability Group (C):**
 - Fundamentals of Yoga
 - Wellness Retreat & Spa Management
 - Adventure & Sports Tourism
- **Finance Group (D):**
 - Advanced Financial Management
 - Working Capital Management
 - Financial Risk Management

Attendance

Students must maintain a **minimum of 80% attendance** in each course.

Regular attendance in classroom learning, fieldwork, Yoga sessions, Yajna, and departmental activities is considered essential for holistic education.

Minimum Number of Classes per Week per Paper

Each course is normally scheduled for **3 to 4 hours of teaching per week**.

Additionally, students will actively participate in non-credit activities such as seminars, study tours, field visits, assignments, and special sessions organized by the department from time to time.

Programme Structure: The **MBA (YCT)** program spans **two academic years**, divided into **four semesters**. It is designed to provide:

- A strong foundation in **business and tourism fundamentals**
- Exposure to **industry practices and field learning**
- A choice of **specialized elective subjects**
- A focus on **holistic development through Yoga and the Culture**

Programme Educational Objectives (PEOs)

1. To produce graduates who have a strong foundation in Yoga Culture and Tourism and can pursue successful professional careers.
2. To inculcate entrepreneurial skills, leadership qualities, and ethical values in students to serve the tourism industry and society.
3. To promote research, innovation, and sustainable practices in the fields of tourism, wellness, and hospitality.
4. To enable students to integrate traditional Indian knowledge systems such as Yoga and Ayurveda into global tourism practices.

Programme Outcomes (POs)

1. To build a strong foundation of knowledge in tourism, travel, and hospitality management.
2. To develop professional management and leadership skills relevant to the tourism industry.
3. To promote sustainable and responsible tourism practices.
4. To cultivate ethical and cultural sensitivity in tourism-related activities.
5. To foster entrepreneurial abilities and innovation in tourism ventures.



6. To integrate yoga, wellness, and Indian heritage in tourism practices.
7. To strengthen research capabilities for independent projects and fieldwork.
8. To enhance communication, problem-solving, and teamwork skills for tourism professionals.

Programme Specific Outcomes (PSOs)

1. Acquire specialized knowledge in tourism planning, marketing, and operations.
2. Apply sustainable practices and eco-tourism models in real-world projects.
3. Utilize digital tools, AI, and e-tourism technologies to enhance tourism services.
4. Develop wellness, spiritual, and heritage tourism products based on Indian traditions.
5. Conduct field studies, internships, and research work in tourism and hospitality sectors.

Semester	Course Title	Course Outcomes	Bloom's Taxonomy Level
Semester I	Tourism Concepts and Linkages	Explain basic concepts and linkages in tourism.	K2
	Global Tourism Geography	Recall major global destinations and analyze tourist flows.	K1, K4
	Travel Agency Management and Tour Operations	Apply principles of travel agency and tour operations.	K3
	Tourism Products and Resources of India	Identify and evaluate India's major tourism products and resources.	K1, K5
	Principles and Practices of Management	Apply management principles to tourism business scenarios.	K3
	Marketing of Tourism	Develop basic tourism marketing plans and strategies.	K6
	Personality Development and Interpersonal Skills	Improve communication and interpersonal abilities.	K3
	Educational Field Tour Report and Viva Voce	Prepare and present field tour experiences.	K6
Semester II	Basic Air Fare & Ticketing	Understand airline codes, IATA geography, fare construction principles, and apply basic ticketing and fare calculation techniques.	K1, K3
	Travel Agency and Tour Operation Business	Analyze the structure and operations of travel agencies.	K4
	Niche Tourism	Identify and differentiate various forms of niche tourism.	K1, K2
	An Introduction to E-tourism and Event Management	Apply technology solutions in tourism and plan events.	K3
	Managerial Economics for Tourism	Apply economic principles in decision-making for tourism businesses.	K3
	Basics of Accounting and Finance	Understand basic accounting and finance concepts, prepare and analyze financial statements, and apply financial tools for decision-making.	K1, K5
	Introduction to Bhagwat Geeta and Patanjali Yoga Darshan	Understand philosophical concepts relevant to personal and professional development.	K2
	Research Methodology and Quantitative Analysis for Management	Apply research methods and statistical tools to tourism studies.	K3, K4
Semester III	Itinerary Preparation, Tour Package, and Transportation	Design travel itineraries and tour packages effectively.	K6
	Cross-culture Management	Understand and apply cross-cultural management practices in tourism.	K2, K3
	Hospitality Management	Apply hospitality service standards and operational knowledge.	K3
	Ayurveda and Spiritual Tourism	Understand Ayurveda concepts and develop wellness tourism products.	K2, K6
	Entrepreneurship and Supply Chain Management	Plan entrepreneurial ventures and manage supply chains.	K3, K6
	Human Resource Management and Organization Behaviour	Analyze HRM functions and organizational behavior in tourism settings.	K4
	Introduction to AI and Using AI Tools	Apply AI tools for improving tourism services and management.	K3



	Educational Field Tour Report and Viva Voce	Prepare a detailed report on tourism field visits and present findings.	K6
Semester IV	OJT	Apply theoretical knowledge in real-world tourism industry settings through internship experience.	K3
	Dissertation + Viva	Conduct independent research in tourism, wellness, or hospitality, and defend findings through oral presentation	K5, K6
	Eco, Responsible and Sustainable tourism	Understand concepts of responsible tourism and apply sustainable practices in tourism development.	K2, K3
	Elective A	Develop marketing strategies tailored for tourism and hospitality sectors using advertising and public relations techniques.	K3, K4
	Elective B	Apply HRM concepts such as leadership, appraisal, and legal compliance within tourism organizations.	K3, K4
	Elective C	Understand and promote wellness, yoga, spa management, and adventure tourism experiences aligned with sustainable practices.	K2, K3



MBA (Yoga, Culture and Tourism): Subject Code: MBAT										
Programme Structure										
FIRST SEMESTER										
Course Code	Course Title	Category	L	T	P	Total Credit	CT	TA	SEE	Subject Total
MBAT101	Tourism Concepts and Linkages	Core Major	02	01	0	03	20	10	70	100
MBAT102	Global Tourism Geography	Core Major	02	01	0	03	20	10	70	100
MBAT103	Managerial Economics for Tourism	Core Minor	02	01	0	03	20	10	70	100
MBAT104	Tourism Products and Resources of India	Core Major	01	01	0	02	20	10	70	100
MBAT105	Principles and Practices of Management	Core Minor	02	01	0	03	20	10	70	100
MBAT106	Accounting for Managers	Core Minor	02	01	0	03				
MBAT107	Personality Development and Interpersonal Skills	SEC	01	01	0	02	20	10	70	100
MBATP108	Educational Field Tour Report and Viva Voce	P	0	0	3	03	20	10	70	100
Total credits in 1 st Semester						22				800
SECOND SEMESTER										
Course Code	Course Title	Category	L	T	P	Total Credit	CT	TA	SEE	Subject Total
MBAT201	Project Planning and Management	Core Minor	02	01	0	03	20	10	70	100
MBAT202	Travel Agency and Tour Operation Business	Core Major	01	01	0	02	20	10	70	100
MBAT203	Niche Tourism: Health and Wellness	Core Minor	01	01	0	02	20	10	70	100
MBAT204	An Introduction to E-tourism and Event Management	Core Major	02	01	0	03	20	10	70	100
MBAT205	Basic Air Fare & Ticketing	Core Major	02	01	0	03	20	10	70	100
MBAT206	Tourism Marketing	Core Minor	02	01	0	03	20	10	70	100
MBAT207	Introduction to Bhagwat Geeta and Patanjali Yoga Darshan	AEC	02	01	0	03	20	10	70	100
MBAT208	Research Methodology & Quantitative Analysis for Management	SEC	02	1	0	03				100
Total credits in 2 nd Semester						22				800
THIRD SEMESTER										
Course Code	Course Title	Category	L	T	P	Total Credit	CT	TA	SEE	Subject Total
MBAT301	Itinerary Preparation, Tour Package, and Transportation	Core Major	01	01	0	02	20	10	70	100
MBAT302	Cross-culture Management	Core Major	02	01	0	03	20	10	70	100
MBAT303	Hospitality management	Core Major	01	01	0	02	20	10	70	100
MBAT304	Yoga, Ayurveda, and Spiritual Tourism	Core Major	02	01	0	03	20	10	70	100
MBAT305	Entrepreneurship and Supply Chain Management	Core Minor	02	01	0	03	20	10	70	100
MBAT306	Human Resource Management and Organization Behaviour	Core Minor	02	01	0	03	20	10	70	100
MBAT307	Introduction to AI and using AI tools	SEC	02	0	01	03	20	10	70	100
MBATP308	Educational Field Tour Report and Viva Voce	Practical	0	0	03	03	20	10	70	100
Total credits in 3 rd Semester						22				800
FOURTH SEMESTER										
Course Code	Course Title	Category	L	T	P	Total Credit	CT	TA	SEE	Subject Total
MBATP401	OJT	Practical	0	0	16	08	20	10	70	100
MBATP402	Dissertation + Viva	Practical	0	0	8	06	20	10	70	100
MBAT	Eco, Responsible, and Sustainable tourism	Major Core	2	0		02	20	10	70	100
MBATE-	Elective A	EC	2	0		02	20	10	70	100
MBATE-	Elective B	EC	2	0		02	20	10	70	100
MBATE-	Elective C	EC	2	0		02	20	10	70	100
Total credits in 4 th Semester						22				600
Total Credits for the Programme						88				
Total programme marks: (converted to CGPA as per norms)						3000 marks				
*Number of hours per week – 1 lecture or tutorial hour per week = 1 credit/ 2 practical hours per week = 1 credit										
* OJT: On the Job Training										
• The duration of all the end-term theory examinations shall be 3 hours										
• As per NEP 2020, this Programme is eligible for multi exit-entry.										



Elective Pool (Choose any one from each group in Semester IV)

- **Marketing Group: A MBAT-E-A1/A2/A3**
 - Advertising and Public Relations in Tourism & Hospitality
 - Airline Marketing
 - Consumer Behaviour, Advertising and Publicity
- **Human Resource Management Group: B**
 - Legal Environment and Industrial Relations
 - Performance Appraisal and Counselling
 - Leadership and Organizational Management
- **Tourism, Wellness & Sustainability Group: C**
 - Fundamentals of Yoga
 - Wellness Retreat & Spa Management
 - Adventure & Sports Tourism
- **Finance Group:**
 - Security analysis and Portfolio management
 - Working capital management
 - Global financial market



Semester

I

Tourism Concepts and Linkages

Subject Code: MBAT-101

Core Major

Contact Hours: 45 Hours

Credit Points: 03

Objective:

To introduce students to the fundamentals of tourism, its evolution, theoretical models, tourist behaviour, and the roles of key tourism organizations

Learning Outcomes:

- Gain a comprehensive understanding of tourism and its core components.
- Identify and describe the key elements of the tourism industry.
- Recognize the interplay between tourism and its related activities.

UNIT I

Introduction to Tourism: Meaning and Definitions, Characteristics of Tourism, Interdisciplinary Approaches, Types & Forms of Tourism, Basic Components of Tourism -Transportation- Accommodation- Facilities & Amenities, benefits and costs of tourism. Current Trends in Domestic and Global Tourism: Tourism Statistics- Need for Measurement of Tourism - Tourism Demand and Supply.

UNIT II

Development of Tourism Through Ages: Travel in early and Medieval Period. Development of modes of transports and accommodation through history. Renaissance and its effects on Tourism, Post industrialization travel scenario, Birth of Mass Tourism, Development of Modern Transport, Communication and Accommodation Systems, Origin and Concept of Travel Intermediary Business. Tourism Business during Liberalization & Globalisation

UNIT III

Tourism and Its Theories: Different Tourism Systems- Leiper's Geospatial Model, Mill-Morrison, Mathieson & Wall, Butler's Tourism Area Life Cycle (TALC) - Doxey's Irridex Index – Demonstration Effect – Crompton's Push and Pull Theory, Stanley Plog's Allo-centric and Psycho-centric Model of destination Preferences

UNIT IV

Travel Behaviour & Motivations: Origin of Travel Motivation, Meaning of Motivation & Behaviour, Theory of Travel Motivations, Typology of Tourists, Tourist Decision-making Process
Impacts of Tourism: Economic. Environmental, Socio-cultural impacts.

UNIT V

Tourism Organizations: Roles and Functions of UNWTO, PATA, WTTC, IATA, ICAO, ITDC, ICPB, IATO, IRCTC, FHRAI, State Tourism Development Corporations, Airport Authority of India, DGCA, Archeological Survey of India, Ministry of Tourism, Govt. of India.

Suggested Readings

1. Sunetra Roday, Archana Biwal, Vandana Joshi (2018) — Tourism Operations and Management (Oxford University Press — Updated edition, covering new tourism practices and trends)
2. Piyush Sharma (2019) — Tourism: Concepts and Principles, (Focuses on NEP-aligned curriculum and modern tourism demand and supply)
3. Neha Arora (2020) — Tourism Management: Emerging Trends and Strategies, (Covers post-pandemic tourism models, sustainable tourism practices)
4. Rimi Moitra (2021) — Introduction to Travel and Tourism Management: (Suitable for both UG/PG — includes practical insights and digital tourism)
5. Sheela Agarwal & Gareth Shaw (2021) — Heritage, Culture and Tourism (Relevant Indian Edition) (Discusses heritage tourism and cultural aspects with South Asian examples)
6. Dileep M.R. (2022) — Tourism: Theory, Concepts and Practice: (Latest trends including MICE tourism, sustainable and digital tourism emphasis)
7. Sunetra Roday (2023) — Contemporary Issues in Tourism: (Explores digitalization, crisis management, wellness tourism trends)



Global Tourism Geography

Subject Code: MBAT-102

Core Major

Contact Hours: 45 Hours

Credit Points: 03

Objective:

To provide foundational knowledge of global geography essential for understanding the world's tourism destinations, transport networks, and regional travel patterns.

Learning Outcomes:

- Understand the relationship between geography and tourism activities worldwide.
- Identify major global tourism regions, features, and time systems.
- Apply geographical knowledge to assist in international travel planning and tourism management.

UNIT I

Introduction to Geography: Elements of Geography, Branches of Geography, Importance of Geography in Tourism, World's Climatic Zones, Latitude & Longitude

UNIT II

IATA Areas, Code and GMT Time: Areas, Sub Areas and Sub-Regions As per International Air Transport Organization (IATA), IATA Three Letter City Code, Two Letter Airlines and Airport Code, International Date Line, Time Zones, Greenwich Mean Time, Calculation of Local Time, Flying Time, Grounding Time, Elapsed Time, Daylight Saving Time

UNIT III

North & South America: Physical Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent

UNIT IV

Europe & Africa: Physical Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent

UNIT V

Asia & Australasia: Physical Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent, Case Study of USA, Brazil, UK, South Africa, China, India, Australia.

Suggested Readings

1. Bonnie J. McWilliams (2018) — Geography of Travel and Tourism (Indian Reprint Edition)
2. Arjun Kumar Bhatia (2019) — International Tourism Management
3. Pooja Batra (2020) — Basics of Tourism Geography
4. Rosemary Burton (2021) — Travel Geography (Indian Adapted Edition)
5. Rohit Sharma (2022) — Global Tourism: Geography and Trends
6. Dr. Shailendra Kumar Singh (2023) — World Geography for Tourism



Managerial Economics for Tourism

Subject Code: MBAT-103
Core Minor

Contact Hours: 45 Hours
Credit Points: 03

Objective:

To develop an understanding of economic principles and managerial decision-making with special emphasis on their application to the tourism sector.

Course Outcomes:

- Understand key economic concepts and their relevance to tourism development.
- Analyze tourism demand, supply, production costs, and market structures.
- Apply macroeconomic principles to assess the impacts of globalization, liberalization, and financial systems on tourism.

UNIT I

Circular Flow of Economy: Concept and Models, Economic system and its types, Impact of economic system on Tourism Development; Concept, Nature of Managerial economics, Scope of Managerial economics in Tourism.

UNIT II

Demand & Supply: Demand -Types of Demand, Elasticity and Types of Elasticity of Demand, Determinants of Tourism Demand, Law of Tourism Demand, Elasticity of Tourism Demand, Methods of Demand Forecasting; Supply - Determinants of Supply, Law of Supply.

UNIT III

Production & Cost: Input-Output Relationship, Law of Variable Proportions, Costs- Types of Cost; Break-even Analysis; Market Structure – Concept and its types.

UNIT IV

Macro-Economic Impacts: Inflation – Concept and its types; Multiplier Effects & Its Types, Displacement Effect, Costs and Benefits analysis in Tourism.

UNIT V

Economic Transition: Globalisation and Liberalisation, Public-Private Participation in tourism; Role of Banking Institutions in tourism development; Case Study on Economic Impacts of Tourism in India, China, Maldives, Thailand, France, USA

SUGGESTED TEXTBOOKS*

1. Mukhopadhyay, S. Tourism Economics. Ane Books Pvt. Ltd., New Delhi.
2. Sinclair, M.T. & Stabler, M. Economics of Tourism & Development, Routledge, New York.

Suggested Readings

1. **Michael R. Baye & Jeffrey Prince (Latest Edition)** — *Managerial Economics and Business Strategy*, McGraw-Hill Irwin.
 2. **R.L. Varshney & K.L. Maheshwari (Latest Edition)** — *Managerial Economics*, Sultan Chand, New Delhi.
 3. **D.N. Dwivedi (Latest Edition)** — *Managerial Economics*, Vikas Publishing, New Delhi.
 4. **J. Tribe (Latest Edition)** — *Economics of Leisure and Tourism*, Oxford Butterworth Heinemann, London.
 5. **Geethika, Ghosh & Choudhury (Latest Edition)** — *Managerial Economics*, McGraw Hill Education.
 6. **Dominick Salvatore (Latest Edition)** — *Managerial Economics*, Oxford University Press.
- R.H. Dholakia & A.L. Oza (Latest Edition)** — *Microeconomics for Management*, Oxford University Press, New Delhi



Tourism Products and Resources of India

Subject Code: MBAT-104

Core Major

Contact Hours: 30 Hours

Credit Points: 02

Objective:

To understand and appreciate the variety and richness of India's tourism products, natural and cultural resources, and their role in sustainable tourism development.

Course Outcomes:

- Identify India's key tourism resources and product types.
- Understand the significance of Uttarakhand's spiritual, eco, and adventure tourism offerings.
- Explain the importance of heritage, festivals, and tourism circuits in destination development.

Unit I: Tourism Resources of India

Definition and classification of tourism resources, Types: Natural Resources (Mountains, forests, rivers, wildlife, deserts), Man-made Resources (Monuments, temples, palaces, museums, theme parks), Resource mapping and tourism zones in India, Role of natural and built environments in tourism, Sustainable and responsible utilization of tourism resources.

Unit II: Tourism Products of India

Definition and characteristics of tourism products, Categories: Natural tourism products, Heritage and cultural products, Religious and pilgrimage tourism, Adventure, wildlife, rural, and eco-tourism products, Medical and wellness tourism products, Product development and packaging, Branding and promotion of Indian tourism products.

Unit III: Tourism Resources and Travel in Uttarakhand Overview

Uttarakhand is known as Dev Bhoomi and offers diverse experiences including spiritual, adventure, and eco-tourism, Pilgrimages & Religious Tourism, Char Dham Yatra: Yamunotri, Gangotri, Kedarnath, Badrinath, Hemkund Sahib: Sacred Sikh pilgrimage.

Kanwar Yatra: Shiva devotees carry Ganga water in Shravan month. Kailash Mansarovar Yatra: Via Lipulekh Pass, significant in Hinduism and Buddhism, Panch Prayag, Panch Kedar Yatra, Adventure Tourism Trekking (Valley of Flowers, Roopkund), Skiing (Auli), River Rafting (Rishikesh), Camping and Bungee Jumping, Eco & Wildlife Tourism: Jim Corbett, Rajaji, Binsar, Nanda Devi Biosphere, Valley of Flowers. Wellness & Spiritual Tourism: Yoga in Rishikesh, Haridwar's spiritual practices, Patanjali Yogpeeth for Ayurveda.

Unit IV: Cultural Heritage Sites & Conservation Organizations

UNESCO World Heritage Sites: Cultural (Taj Mahal, Hampi), Natural (Kaziranga, Sundarbans), Role of ASI (Archaeological Survey of India), INTACH, Ministry of Culture, Conservation practices: Heritage walks, light & sound shows, interpretation centers.

Unit V: Fairs, Festivals, Yatras, Tourism Circuits, and Museums

Yatras: Char Dham, Amarnath, Vaishno Devi, Kailash Mansarovar, Kanwar Yatra, Pandharpur Wari, Ratha Yatra.

Tourism Circuits: Cultural: Golden Triangle, Buddhist Circuit, Ramayana Circuit, Krishna Circuit. Spiritual: Jyotirlinga, Shaktipeeth, Sufi Circuits, Adventure & Nature: Himalayan, Desert, Coastal Circuits. Eco-tourism, Wellness, Tribal Circuits, Fairs & Festivals Kumbh Mela, Pushkar Fair, Hornbill Festival, Desert Festival, Goa Carnival. Museums, National Museum (Delhi), Indian Museum (Kolkata), Prince of Wales Museum (Mumbai), Salar Jung Museum (Hyderabad), Bharat Kala Bhavan (Varanasi).

Suggested Readings

1. **Sunetra Roday, Archana Biwal, Vandana Joshi (2018)** — *Tourism Operations and Management*
2. **Piyush Sharma (2019)** — *Tourism: Concepts and Principles*
3. **Dileep M.R. (2020)** — *Tourism Products of India*



4. **Rimi Moitra (2021)** — *Tourism Resources and Destination Planning*
5. **Rohit Sharma (2022)** — *Wellness and Spiritual Tourism in India*
6. **Neha Arora (2023)** — *Integrated Tourism: Resources, Circuits, and Development*

Suggested Case Studies

1. **Char Dham Yatra (Uttarakhand)** – A case study on pilgrimage infrastructure, sustainability, and seasonal management.
2. **Kumbh Mela (Haridwar/Prayagraj)** – Spiritual tourism, crowd management, and religious economies.
3. **Rishikesh Wellness Tourism Cluster** – Yoga tourism, Patanjali Yogpeeth, and Ayurveda integration.
4. **The Golden Triangle (Delhi–Agra–Jaipur)** – India's most successful cultural tourism circuit.
5. **Sundarbans Eco-Tourism** – UNESCO natural heritage, biodiversity conservation, and rural livelihoods.



Principles and Practices of Management

Subject Code: MBAT-105

Core Minor

Contact Hours: 45 Hours

Credit Points: 03

Objective:

To provide a foundational understanding of key management principles, decision-making processes, and organizational practices in real-world business environments.

Course Outcomes:

- Develop a strong understanding of core management theories, concepts, and functions.
- Make informed decisions using managerial logic and planning tools.
- Apply management practices to real-life organizational scenarios with strategic insight.

UNIT I

Functions of Management: Meaning, Nature and Levels in Management – Roles, Skills, Tasks of a Manager, Functions of Management- Planning, Organizing, Directing & Controlling.

UNIT II

Planning: Meaning, Nature of a Sound Plan, Types-Short, Medium and Long-Range Planning, Scope and Limitations and Steps in Planning Process, Management by Objectives (MBO) – Decision-Making Ability.

UNIT III

Organising & Directing: Meaning, Organisation Structure & Design – Delegation and Decentralisation of Authority, Relationship and Interactions between Authority-Interdepartmental Coordination – Present Trends in Corporate Structure, Strategy and Work Culture – Mechanistic. vs. Adaptive Structures.

UNIT IV

Controlling: Importance and Types of Control - Control Process – Methods, Tools – traditional and modern Techniques of control – Design of Control Techniques – Choices in Control.

UNIT V

Evolution of Management Thoughts and Theories: Classical Theory – Taylor's Scientific Management Theory – Henry Fayol's Classical Organisation Theory – Human Relations Theory – Behavioural Science Theory – Systems Theory – Thoughts of Peter F Drucker – McKinsey's 7-S Approach for Management Analysis.

Suggested Readings

1. **Harold Koontz & Heinz Weihrich (2018)** — *Essentials of Management*
2. **T.N. Chhabra (2019)** — *Principles and Practices of Management*
3. **P.C. Tripathi & P.N. Reddy (2020)** — *Principles of Management*
4. **Prasad L.M. (2021)** — *Management: Theory and Practice*
5. **S.K. Mandal (2022)** — *Strategic Management and Business Policy*
6. **D. Chatterjee (2023)** — *Management Principles and Organizational Behaviour*

Suggested Case Studies

1. **Case Study: Google's Flat Organizational Structure**
 - Focus: Adaptive structures, decentralization, and team-based planning.
2. **Case Study: McDonald's Planning and Control Strategy (2022)**
 - Focus: Standardization, global MBO application, real-time control.
3. **Case Study: TATA Group's Leadership and Delegation Practices**
 - Focus: Corporate work culture, interdepartmental coordination, and decentralization.



Accounting for Managers

Subject Code: MBAT-106
Core Minor

Contact Hours: 45 Hours
Credit Points: 03

Objective:

To provide foundational knowledge of accounting principles and financial management techniques for effective business operations in tourism and related sectors.

Course Outcomes:

- Understand the fundamental principles and concepts of financial accounting.
- Analyze and interpret financial statements for business decision-making.
- Apply financial strategies and fund management techniques in tourism enterprises.

UNIT I

Financial Accounting: Concepts and Conventions – Double Entry System – Preparation of Journal, Ledger and Trial Balance, Cash Books, Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet.

UNIT II

Accounting Information: Accounts of Non-profit Organisations: Income and Expenditure Account – Receipts and Payments: Travel Agency Accounting

UNIT III

Financial Statement Analysis and Interpretation: Meaning – Types of Analysis – Objectives – Importance – Tools of Analysis, Working Capital, Ratio Analysis, Cash flow and Fund flow.

UNIT IV

Cost Accounting: Concept – Distinction between Costing and Cost Accounting – Elements of Cost and Cost classification – Preparation of Cost Sheet.

UNIT V

Financial Management: Scope – Objectives – Functions – Major Financial Decisions.
Sources of Finance: Long-Term and Short-Term – Advantages and Disadvantages of Different Sources of Finance.

Suggested Reading

1. **J. Lal (2017)** — *Accounting for Management*, Himalayan Publishing House, Mumbai.
2. **C. Prasanna (2022)** — *Financial Management: Theory and Practice*, Tata McGraw-Hill, New Delhi (11th Edition). **T.S. Grewal & M.C. Shukla (2019)** — *Advanced Accounts Vol. I*, Sultan Chand & Sons, Delhi (19th Edition).
3. **R.L. Gupta & M. Radhaswamy (2018)** — *Advanced Accountancy Vol. I*, Sultan Chand & Sons, Delhi.
4. **S.N. Maheshwari, S.K. Maheshwari (2018)** — *Financial Accounting*, Vikas Publishing House, New Delhi.
5. **R.K. Sharma & S. Gupta (2017)** — *Management Accounting: Principles and Practice*, Kalyani Publishers.
6. **I.M. Pandey (2010)** — *Financial Management*, Vikas Publishing House, New Delhi.
7. **G. Sudharshan Reddy (2013)** — *Financial Management*, Himalaya Publications, Mumbai.



Personality Development and Interpersonal Skills

Subject Code: MBAT-107
SEC

Contact Hours: 30 Hours
Credit Points: 02

Objective:

To enhance students' personality, communication, and interpersonal skills for personal and professional growth.

Course Outcomes:

- Demonstrate effective verbal and non-verbal communication skills in various life and work situations.
- Present oneself confidently through body language and occasion-appropriate conduct.
- Exhibit strong interpersonal skills, teamwork, and time management abilities.

Unit I: Effective Communication

Seven C's of Effective Communication, Communications skills, Verbal Communication Skills, Non-Verbal Communication Skills

Unit II: Understanding Interpersonal Skills

Importance of Interpersonal skills, Interpersonal skills for job search and at the workplace, Types of Interpersonal skills, Social Skills, Peoples Skills, Soft Skills, Life Skills

Unit III: Group Communication

Different channels used for group communication

Unit VI: Learning Essential Body Language

Eye Contact, Tone, Space, Handshake and Touch
Facial Expression, Hand Gestures, Postures

Unit V: Time Management

Advantage of good Time Management, How to manage time?

Suggested Readings

1. **Barun K. Mitra (2018)** — *Personality Development and Soft Skills*
2. **Meenakshi Raman & Sangeeta Sharma (2019)** — *Technical Communication: Principles and Practice*
3. **Gopalaswamy Ramesh & Mahadevan Ramesh (2020)** — *The ACE of Soft Skills*
4. **Rajiv K. Mishra (2021)** — *Interpersonal Skills and Personality Development*
5. **K. Alex (2022)** — *Soft Skills: Know Yourself and Know the World*
6. **Shalini Verma (2023)** — *Body Language and Communication Skills*



Educational Field tour Report and Viva Voce

Subject Code: MBAT-108
Practical

Contact Hours: 30 Hours
Credit Points: 03

Objective

To provide experiential learning by integrating tourism destination study and yoga practices, enabling students to bridge theoretical knowledge with real-world experiences in tourism, hospitality, and wellness sectors.

Course Outcomes

- Apply theoretical concepts by observing tourism operations and yoga practices in real settings.
- Analyze the role of cultural, spiritual, and wellness-based tourism in sustainable development.
- Develop skills in field research, tourism analysis, and reflection on yoga as a wellness tourism resource.

Field Tour

- Six to ten-day study tour to culturally and spiritually significant destinations, preferably in the Himalayan region.
- Direct exposure to tourist attractions, infrastructure, wellness centers, and operational practices.
- Activities include field research, industry interactions, management observations, and participation in basic yoga sessions.

Yoga Practical Component

- Observation and optional participation in yoga sessions at ashrams, wellness centers, or tourism hubs.
- Practical exposure to Asanas, Pranayama, and Meditation in traditional environments.
- Reflection on yoga's significance in wellness, stress management, and tourism integration.

Field Study Report

Students will submit a structured report covering:

1. Destination Overview: Geography, culture, economy, attractions, facilities.
2. Tourism Operations: Service delivery, customer handling, booking systems.
3. Sustainability and Wellness Integration: Eco-tourism, cultural conservation, yoga's contribution.
4. Yoga Reflection: Insights on yoga participation and its tourism value.
5. Suggestions: Recommendations for improving tourism and wellness experiences.

Viva-Voce Examination

- Conducted jointly by Internal and External Examiners.
- Assessment based on:
 - Understanding of destination and operations.
 - Quality of tourism and wellness analysis.
 - Presentation of field experiences and practical recommendations.

Assessment Criteria

- Field Study Report: 50% (Research depth, structure, wellness integration)
- Viva-Voce: 50% (Analytical ability, clarity of insights, application of knowledge)

Guidelines

- Field Study Report: 15–20 typed pages with relevant charts and references.
- Submission: 15 days prior to the Viva-Voce.
- Field visits and yoga activities require prior departmental approval and compliance with guidelines.

(Note: The field tour and yoga practicals are an essential component of holistic tourism education at the University of Patanjali, encouraging alignment with wellness, culture, and sustainable tourism principles.)



Semester II

Project Planning and Management

Subject Code: MBAT-201
Core Minor

Contact Hours: 45 Hours
Credit Points: 03

Course Objectives (COBJs)

This course aims to:

- Introduce students to the concepts, environment, and lifecycle of project management with a rural development focus, Equip students with skills to plan, budget, and manage risks in development projects, Teach the use of project scheduling tools and resource allocation techniques.

Course Outcomes

Upon successful completion of this course, students will be able to:

- Define project management, explain its goals, lifecycle, and the role of a project manager.
- Apply project planning tools including WBS, budgeting, cost estimation, and risk management techniques.
- Use PERT, CPM, and resource allocation tools to develop effective project schedules.
- Analyze and select suitable project organizational structures and apply methods for conflict resolution in teams.
- Monitor and evaluate project progress using control processes and performance indices.

UNIT I INTRODUCTION TO PROJECT MANAGEMENT

Project Management – Definition –Goal - Lifecycles. Project Environments. Project Manager – Roles Responsibilities and Selection.

UNIT II PLANNING, BUDGETING AND RISK MANAGEMENT

The Planning Process – Work Break down Structure. Cost Estimating and Budgeting - Process, Summaries, schedules and forecasts. Managing risks - concepts, identification, assessment and response planning.

UNIT III SCHEDULING & RESOURCE ALLOCATION PERT & CPM Networks

Project durations and floats - Crashing – Resource loading and leveling. Simulation for resource allocation. Goldratt's Critical Chain.

UNIT IV PROJECT ORGANISATION & CONFLICT MANAGEMENT

Formal Organisation Structure – Organisation Design – Types of project organizations. Conflict – Origin & Consequences. Project Teams. Managing conflict – Team methods for resolving conflict.

UNIT V CONTROL AND COMPLETION

Project Control – Process, Monitoring, Internal and External control, Performance analysis, Performance Index

Text Book

1. John M. Nicholas, Project Management for Business and Technology - Principles and Practice, Second Edition, Pearson Education, 2006.
2. Clifford Gray and Erik Larson, Project Management, Tata McGraw Hill Edition, 2005

Reference Book :

1. Gittinger, J.P., Economic Analysis of Agricultural Projects
2. Kerzner, H., Project Management: A Systems Approach
3. UNDP Handbook on Project Management
4. Gido and Clements, Successful Project Management, Seventh Edition, Thomson Learning, 2017.
5. Samuel J.M., Jack R.M., Scott M.S., Margaret M.S., and Gopalan M.R., Project Management, First Indian edition, Wiley-India, 2006.
6. Harvey Maylor, Project Management, Third Edition, Pearson Education, 2006.
7. Panneerselvam. R, Senthilkumar. P, Project Management, PHI Learning, 2009.



Travel Agency and Tour Operation Business

Subject Code: MBAT-202

Core Major

Contact Hours: 30 Hours

Credit Points: 02

Objective:

To provide students with practical knowledge and skills to manage travel agencies and tour operations effectively, with insights into the contemporary travel industry.

Course Outcomes:

- Gain a comprehensive understanding of the principles and practices in the travel agency and tour operation business.
- Develop the knowledge and competencies required for a successful career in the modern travel trade.
- Acquire practical insights into the current dynamics of the travel and tourism industry for effective contribution and decision-making.

UNIT I

Introduction to Travel Trade: Historical Background of Travel Trade, Significance of Travel Agency Business, Meaning of Travel Agency- Types of Travel Agent- Full-Service Agency, Commercial Agency, Implant Agency, Group / Incentive Agency, Types of Tour Operator- Inbound, Outbound, Domestic, Ground and Specialized.

UNIT II

Travel Agency Business Network: Operation of Travel Agency Business, Skills and Competencies for Running Travel Agency Business, Managerial Decisions, Travel Agency Business between Wholesale and Retail Agents, Future of Travel Wholesaling & Retailing

UNIT III

Functions of Travel Agency & Tour Operation and Roles of Travel Trade Organizations: Attributes of Travel Agency, Roles and Services of A full-fledged Travel Agent, Characteristics of a Professional Travel Agent, Role and Responsibilities of Travel Trade Associations: Objectives - Roles and functions, of UFTAA, ASTA, TAAI, IATO, ATAOT, ADTOI, IAAI, FIYTO, TAFI

UNIT IV

Anatomy of Tour: Types of Tour- Independent Tour, Escorted Tour, Hosted Tour, Incentivized Tour, Tour Wholesalers and Retailers, Diversified Role of Tour Operators, Running A Tour Operation Business- Distribution Networks of Tour Operation Business, Special Services for Charter Tour Operators, Meeting & Incentive Planners and Activities of Meeting Planners, Convention & Conference Tourism Business, Trade Fairs & Exhibitions

UNIT V

Setting up Travel Agency & Tour Operation Unit: Essential Requirements for Starting Travel Agency & Tour Operation Business, Cost Management, Procedures for Obtaining Recognition, Travel Agency Organization Structure, Sources of Revenue, Threats in Travel Agency in Business, Use of Information Technology in Travel Agency Business

Suggested Readings

1. **Dileep, M. R. (Latest Edition)** — *Tourism: Concepts, Theory and Practice*, IK International Pvt Ltd.
2. **Lubbe, B. (Latest Edition)** — *Tourism Distribution: Managing the Travel Intermediary*, Juta and Company Ltd.
3. **Morrison, A. M. (Latest Edition)** — *Hospitality and Travel Marketing*, Taylor & Francis.
4. **J.C. Holloway (Latest Edition)** — *The Business of Tourism*, Prentice Hall, London.
5. **Sunetra Roday, Archana Biwal, Vandana Joshi (Latest Edition)** — *Tourism Operations and Management*, Oxford University Press, New Delhi.
6. **Goeldner, R., & Ritchie, B. (Latest Edition)** — *Tourism: Principles, Practices and Philosophies*, John Wiley & Sons, London.



Niche Tourism

Subject Code: MBAT-203

Core Major

Contact Hours: 30 Hours

Credit Points: 02

Objective:

To explore the emerging segments of niche tourism, with a special focus on health, wellness, and the role of traditional Indian systems like Patanjali Wellness Centres in tourism development.

Course Outcomes:

- Understand the concepts, growth trends, and marketing strategies related to niche, health, and wellness tourism.
- Analyze the development and expansion of wellness tourism in India, with special reference to Patanjali centers and institutions.
- Identify future trends, entrepreneurship prospects, and challenges in niche tourism markets globally and in India.

Unit I: Introduction to Contemporary and Health Tourism

Overview of the Global and Indian Tourism Industry., Key stakeholders and their roles in tourism. Current trends and challenges in the tourism sector. Introduction to Health and Wellness Tourism: Basic meaning of 'Wellness', aims and objectives. Relevance of Yoga to Tourism. Health tour operators or health facilitators in India. Overview of Health and Medical Tourism products and global markets. Advantages and disadvantages for India in the Global Medical Tourism Market. Introduction to the concept of Peace Tourism.

Unit II: Niche and Medical Tourism Segments

Introduction to niche tourism: ecotourism, cultural tourism, rural tourism, adventure tourism, sustainable tourism. Market demand and growth in niche tourism sectors. Case studies of successful niche tourism destinations. Definition and scope of Medical Tourism. SWOT analysis of Indian Medical Tourism. Medical VISA policies and Government initiatives for promoting Medical Tourism.

Unit III: Tourism Marketing, Promotion, and Expansion

Marketing strategies for niche and wellness tourism. Digital marketing and social media applications in tourism. Branding and storytelling in promoting niche and health destinations. Expansion of Health and Wellness Tourism in India. Role of the Private Sector in Health and Medical Tourism. Traditional Health Care Systems in India. Government incentives and schemes for promoting Health and Medical Tourism.

Unit IV: Technology and Innovation in Tourism

Impact of Technology on the Tourism Industry. Applications of Artificial Intelligence (AI), Virtual Reality (VR), and Augmented Reality (AR) in tourism. Startups and innovations shaping niche and health tourism. Integration of wellness services with technology-driven tourism experiences.

Unit V: Future Trends and Health Tourism Resources

Emerging trends in Niche, Health, and Wellness Tourism. Opportunities and challenges in the post-pandemic tourism landscape. Factors affecting the growth of Health and Wellness Tourism. Major Health and Wellness Tourism Centres in India: (Haridwar, Rishikesh, Patanjali Health Tourism Institutions, Kerala, Tamil Nadu). Future career prospects and entrepreneurship opportunities in niche and health tourism sectors.

Suggested Readings

1. Smith, Melanie & Kelly, Cynthia (Latest Edition) — *Wellness Tourism*, Routledge.
2. Rimi Moitra (Latest Edition) — *Emerging Trends in Health and Wellness Tourism*, Sage India.
3. S.P. Bansal (Latest Edition) — *Ecotourism and Sustainable Development*, Kanishka Publishers.

Suggested Case Studies

1. Case Study: Patanjali Yogpeeth, Haridwar – A Model for Integrated Wellness Tourism
 - o Yoga, Ayurveda, Panchakarma, Naturopathy, Spiritual Retreats.
2. Case Study: Kerala – Ayurveda's Branding as Global Health Tourism Destination
 - o Integration of heritage, medicine, and tourism marketing.
3. Case Study: Rishikesh – The Global Yoga Tourism Hub
 - o Festivals like International Yoga Festival and their impact on tourism growth.
4. Case Study: Thailand's Wellness Tourism Strategy (Post-COVID Revamp)
 - o Health resorts, rehabilitation centers, and tourism recovery.



An Introduction to e-Tourism and Event Management

Subject Code: MBAT-204

Core Major

Contact Hours: 45 Hours

Credit Points: 03

Objective:

To introduce students to e-tourism technologies and event management practices, equipping them for careers in digital tourism, MICE, and travel technology sectors.

Course Outcomes:

- Understand the fundamentals of e-tourism platforms, event planning, and travel technologies.
- Apply IT, e-commerce, and cyber law knowledge to tourism and event operations.
- Manage travel fairs, MICE operations, and event marketing activities.
- Analyze payment systems, global distribution systems (GDS), and digital promotion strategies.
- Explore career opportunities in online tourism, event management, and travel technology.

UNIT I: Introduction to e-Tourism and Events

Meaning, history, and scope of e-tourism and event management. Data processing and communication technologies in tourism. Strategic, tactical, and operational use of IT in tourism. Introduction to types of events: corporate, social, individual events. Key steps for organizing a successful event.

UNIT II: Typologies, Event Planning, and Cyber Laws

E-tourism business models: B2B, B2C, C2B, C2C. Introduction to IT Act 2000 and cyber laws affecting online tourism and events. Event planning: leadership, crisis management, time and people management. Site management and infrastructure considerations for events.

UNIT III: Payment Systems, MICE Tourism, and Event Dynamics

Payment gateways and security certifications in e-tourism. Introduction to MICE (Meetings, Incentives, Conventions, Exhibitions) tourism. Economic and social significance of MICE tourism. Process of planning and managing conventions.

UNIT IV: GDS Systems, Event Marketing and Media Management

Global Distribution Systems (GDS) and CRS: history, evolution, application in bookings. Event marketing strategies: customer care, promotion tools, media relations, publicity. Event coordination, communication, event presentation. Event evaluation using real-world case studies.

UNIT V: Software Applications and International Fairs

Introduction to Galileo GDS: PNR creation, fare display, ticketing, queue management. Major international travel fairs: ITB, WTM, FITUR, KTM, IITM, BTF, TTW. Key players in event and MICE industries: ICPB, ICCA, PATA Travel Mart. Future trends in digital tourism, travel tech, and event management innovations.

Suggested Readings

1. **Dileep M.R. (Latest Edition)** — *Information Technology and Tourism: Principles and Practices*, Ane Books Pvt Ltd.
2. **Shailesh Kasliwal (Latest Edition)** — *Event Management: Principles and Practices*, Gullybaba Publishing House.
3. **Peter Robinson (Latest Edition)** — *Events Management: An Introduction*, CAB International.
4. **Seth, P.N. (Latest Edition)** — *Successful Event Management: A Practical Handbook*, Skylark Publications.
5. **Sunetra Roday, Archana Biwal, Vandana Joshi (Latest Edition)** — *Tourism Operations and Management*, Oxford University Press.
6. **David C. Watt (Latest Edition)** — *Event Management in Leisure and Tourism*, Pearson.



Basic Airfare and Ticketing

Subject Code: MBAT-205

Core Minor

Contact Hours: 45 Hours

Credit Points: 03

Objective:

To develop practical knowledge in airline operations, airfare construction, ticketing systems, and travel documentation processes.

Course Outcomes:

- Develop a solid understanding of airline routing, international conventions, and flight connections.
- Acquire knowledge of airfare construction, fare calculations, and influencing factors on ticket pricing.
- Gain practical skills in ticketing, itinerary planning, and handling airline reservations effectively.

UNIT I: Introduction to Airline Industry

Overview of the global and Indian airline industries. International conventions: Warsaw Convention, Bermuda Convention, Chicago Convention

Freedoms of air. IATA Traffic Conference Areas and Sub-Areas. Types of airlines, airline management and revenue generation. Airport management basics. Latest trends, challenges, and prospects in Indian aviation.

UNIT II: Familiarisation with OAG and Air Tariff

Understanding OAG (Official Airline Guide). City codes (3-letter), airport codes, airline codes. Minimum connecting time and global indicators. Familiarisation with air tariffs, currency regulations, and NUC (Neutral Unit of Construction) conversion factors. IATA Billing Settlement Plan (BSP) operations.

UNIT III: Planning Itinerary by Air

Itinerary terminology: sectors, stopovers, transit points., Journeys and fare types. Country codes and currency codes. Fare construction basics: International mileage, routing systems, mileage principles. Extra Mileage Allowance (EMA) and Extra Mileage Surcharge (EMS).

UNIT IV: Fare Calculation Techniques

Fare calculation rules: Higher Intermediary Point (HIP) checks, Circle Trip Minimum (CTM) checks, Backhaul Minimum Check (BHC).

Add-ons and restrictions on indirect travel. Special and promotional fares.

UNIT V: Travel Documentation

Travel Information Manual (TIM) usage. Passport and visa regulations. Currency, customs, and health regulations. Immigration formalities for inbound and outbound passengers. Preparation for international travel compliance.

Suggested Readings

1. **Gupta, S.K. (Latest Edition)** — *International Airfare and Ticketing: Methods and Techniques*, UDH Publishers and Distributors, New Delhi.
2. **Davidoff, D.S. & Davidoff, P.G. (Latest Edition)** — *Air Fares and Ticketing*, Prentice Hall, New York.
3. **Dennis L. Foster (Latest Edition)** — *Reservations and Ticketing with Sabre*, CreateSpace, London.
4. **Air Traffic Manuals (Latest IATA Editions)** — *Reference Manuals for Travel Agents and Airlines*.

Practical Activities and Case Studies

1. **Case Study: Development of IATA and BSP in Airfare Settlement**
 - Focus: Global air ticket distribution and revenue collection.
2. **Activity: Real-world Itinerary Design and Fare Construction**
 - Focus: Students plan itineraries using OAG, currency conversions, and NUC calculations.
3. **Simulation: Airport Immigration and Documentation Compliance Check**
 - Focus: Understanding customs, health, and visa formalities.



Tourism Marketing

Subject Code: MBAT-206
Core Minor

Contact Hours: 45 Hours
Credit Points: 03

Objective:

To build a strong foundation in tourism marketing with insights into traditional and digital tools used for promoting destinations and tourism services.

Course Outcomes:

- Understand the foundations of tourism marketing and consumer behaviour.
- Apply traditional and digital marketing tools to tourism products and services.
- Develop marketing strategies for destinations, hospitality services, and travel experiences.

UNIT I

Origin and Core Concepts of Tourism Marketing

Evolution and origin of marketing. Understanding tourism markets. Tourism marketing: Definition, features, and functions. Tourism Product: Features, designing, mapping tourism products. Core principles of marketing in tourism. Concepts of services marketing. Forecasting market demand in tourism.

UNIT II

Market and Consumer Relationship in Tourism

Micro and macro marketing environments in tourism, Consumer behaviour and motivation in travel, Buyer decision-making process for tourism services, Market research in tourism: Techniques and applications. Market segmentation, targeting, and positioning (STP Model). Environmental analysis (PESTLE, SWOT). Internal marketing and employee role. Professional sales skills and marketing communication in tourism. Public Relations (PR) for tourism and hospitality. Crisis management strategies for tourism businesses.

UNIT III

Marketing Mix for Tourism Services, Extended 8 P's of Tourism Marketing: Product, Price, Place, Promotion, People, Process, Physical Evidence, Packaging.

Designing tourism products: Branding and packaging. Product development and innovation. Product life cycle (PLC) and its relevance to tourism. Pricing strategies and approaches in tourism. Channels of distribution: Travel agencies, OTAs, direct selling. Advertising, sales promotion, publicity, personal selling in tourism marketing.

UNIT IV

Marketing of Tourism Products and Destinations, Trends in tourism marketing (domestic and international). Marketing strategies for: Known destinations (Goa, Kerala, Jaipur). Lesser-known destinations (North-East India, Heritage towns). Airlines, Hotels, Resorts, Travel Agencies. Event management companies. Organizing and managing tourism markets (exhibitions, trade fairs). Formulating and implementing marketing plans for tourism products.

UNIT V

Digital Marketing Skills for Tourism Business, Basics of digital marketing: Importance in tourism.

Self-motivation and adapting to digital tools., Team building and collaboration in online environments.

Personality development for digital engagement. Creativity in tourism content creation.

Tools and techniques: SEO, SEM, Google Ads for tourism promotion. Social media marketing: Facebook, Instagram, LinkedIn for destinations. Email marketing campaigns for tour packages. Online reputation management (ORM) and crisis communication. Mobile apps, virtual tours, and AI in tourism marketing.

Suggested Readings

1. **Sunetra Roday & Vandana Joshi (2019)** — *Tourism Marketing: Principles and Practices*
2. **Piyush Sharma (2020)** — *Essentials of Tourism Marketing*
3. **Rashmi Sharma (2021)** — *Digital Marketing for Travel & Tourism*
4. **Dileep M.R. (2022)** — *Marketing for Hospitality and Tourism*
5. **Nimish Bhatia (2023)** — *Tourism Branding and Promotion in India*
6. **Manisha Saxena (2023)** — *Social Media and Tourism Marketing in India*

Suggested Case Studies

1. **Incredible India Campaign (2022)**
 - Focus: Destination branding and global tourism appeal.
2. **Airbnb Social Media Campaign (2023)**
 - Focus: Content marketing, influencer engagement in experiential travel.



3. **Kerala Tourism – Human by Nature (2021)**
 - Focus: Sustainable branding and destination identity through visual storytelling.
4. **MakeMyTrip vs Goibibo (Post-Merger Strategy, 2020–2022)**
 - Focus: Digital promotion and competitive strategy in Indian travel tech.



Introduction to Shrimad Bhagwat Geeta and Patanjali Yog Darshan

Subject Code: MBAT-207
AEC

Contact Hours: 45 Hours
Credit Points: 03

Objective:

To provide an in-depth understanding of classical yogic philosophy through the integration of Patanjali Yoga Sutras and Bhagavad Gita, focusing on self-realization, yogic disciplines, and spiritual development.

Learning Outcomes:

- Explain the core philosophical concepts of Patanjali Yoga Darshan and Bhagavad Gita.
- Interpret key yogic disciplines including Jnana, Karma, Bhakti, and Ashtanga Yoga.
- Apply yogic values to personality development, self-awareness, and holistic well-being.

Unit I: Foundations of Yoga Philosophy

Introduction to Patanjali Yoga Sutras and Bhagavad Gita, Definition, origin, and purpose of Yoga, Relevance of Yoga Sutras and Gita in the modern context

Unit II: Ashtanga Yoga and Yogic Disciplines

Bahiranga Yoga (Yama, Niyama, Asana, Pranayama, Pratyahara – Patanjali: Sadhan Pada), Antaranga Yoga (Dharana, Dhyana, Samadhi – Vibhuti Pada), Concept of Kriya Yoga and Kleshas, Sanyama and the three results of concentration, Ritambhara Pragma and Adhyatma Prasad, Role of discipline and internal purification

Unit III: Yogas of the Bhagavad Gita – Jnana, Karma & Dhyana

Jnana Yoga and Sankhya Yoga (Ch. 2, 3, 4, 5, 13), Concept of Karma Yoga, Nishkam Karma, and Lok Sangraha (Ch. 3–6), Yajna and the ethics of action, Dhyana Yoga (Ch. 6): technique, mind control, and balance, Jnana-Karma Sanyasa and their interconnection (Ch. 5)

Unit IV: Bhakti Yoga and Devotional Aspects

Concept and significance of Bhakti (Ch. 7, 8, 9, 11, 12), Forms and types of Bhakti, Characteristics of devotees (Ch. 12, Verses 13–20), Realization of the Supreme through devotion (Ch. 11, Verses 52–55), Bhakti in harmony with Jnana and Karma Yoga

Unit V: Personality, Triguna Theory, Siddhis, and Liberation

Role of diet in yoga (Gita: Ch. 6), Trigunas and personality types (Ch. 14 & 17), Divine vs. Demonic qualities (Ch. 16), Ashta Siddhis and their sources (Kaivalya Pada), Nirmaan Chitta, Vivek Gyan, and Dharma Megha Samadhi, Final goal: Kaivalya or Moksha

Suggested Readings:

- Bhawuk, D. P. S. (2011). Spirituality and Indian Psychology: Lessons from the BhagavadGita. New York, NY: Springer. Doi:10.1007/978-1-4419-8110-3 Davis, R. H. (2015).
- The Bhagavad Gita. New Jersey: Princeton University Press. Doi: 10.2307/40085138 Easwaran, E. (2011).
- Essence of the Bhagavad Gita: A Contemporary Guide to Yoga, Meditation & Indian Philosophy. Tomales, CA: Nilgri Press. Sivananda, S. (2000).
- Bhagavad Gita. Rishikesh, India: The Divine Life Society. <http://www.sivanandadlshq.org>

योगदर्शनम्- स्वामी रामदेव, ददव्य प्रकान्, पतंजलि योगपीठ, हररद्वार दर्शन प्रवेर्-ददव्य प्रकान्, पतंजलि योगपीठ, हररद्वार सहायकुस्तक - भोजवटि योगदर्शनम्- गीताप्रेि

BKS Iyengar: Introduction of Patanjali Yogasutras: MDNIY, New Delhi, 2011. Swami Ved Bharti: Yogasutra of Patanjali (with the Exposition of Vyasa) M.L.B.D. New Delhi, 2004, Vol I & II.



Research Methodology and Qualitative Analysis for Tourism

Subject Code: MBAT-208
SEC

Contact Hours: 45 Hours
Credit Points: 03

Objective:

To build research skills and methodological knowledge necessary for conducting effective research in the tourism business sector.

Learning Outcomes:

- Develop a solid understanding of research methods, design, and data analysis relevant to tourism.
- Apply appropriate qualitative and quantitative research techniques to solve tourism industry challenges.
- Prepare scientific research reports, proposals, and effective presentations using academic standards.

UNIT I: Foundations of Research in Tourism

Concept, scope, and significance of research in tourism., Types of research: Basic, Applied, Descriptive, Analytical, Exploratory, Research process and different research designs., Formulation of research problem. Variables: Meaning, types, and role in tourism research.

UNIT II: Sampling, Measurement, and Scaling Techniques

Sampling methods: Probability and non-probability sampling. Sampling errors and biases. Preparing research proposals for tourism projects. Measurement concepts: Reliability and validity. Scaling techniques: Likert Scale, Thurstone Scale, GuYCTan Scale.

UNIT III: Data Collection and Hypothesis Testing

Primary data collection: Interviews, observations, questionnaires. Secondary data sources in tourism research. Hypothesis: Meaning, types, characteristics, sources, and testing errors. Hypothesis testing methods: Parametric tests: t-test, z-test, f-test. Non-parametric tests: Chi-square test, u-test, Kruskal-Wallis (K-W) Test. (Problems and applications based on tourism case examples.)

UNIT IV: Multivariate Analysis and SPSS Applications

Multivariate techniques: ANOVA (One-way, Two-way) – theory only. Factor Analysis, Discriminant Analysis, Multi-dimensional Scaling, Conjoint Analysis. Introduction to SPSS: Data entry, descriptive analysis, and basic interpretation.

UNIT V: Report Writing, Scientific Communication, and Qualitative Research

Techniques and precautions for data interpretation. Significance and types of research reports. Structure and writing style of proposals and reports. Academic referencing styles: APA and MLA formats. Skills for oral and written presentation of research findings.

Suggested Readings

1. **Donald R. Cooper & Pamela Schindler (Latest Edition)** — *Business Research Methods*, McGraw Hill International Editions.
2. **Naresh Malhotra et al. (Latest Edition)** — *Market Research: An Applied Orientation*, Prentice Hall.
3. **Blaikie, N. (Latest Edition)** — *Designing Social Research*, Polity Press, UK.
4. **David de Vaus (Latest Edition)** — *Analyzing Social Sciences Data*, Sage Publication, New Delhi.
5. **N. Bajpai (Latest Edition)** — *Business Research Methods*, Pearson Education, New Delhi.
6. **Joseph F. Hair, Robert & David J. (Latest Edition)** — *Market Research*, McGraw Hill, New Delhi.
7. **Anil K. Mishra (Latest Edition)** — *A Handbook of Research in SPSS*, Himalayan Publishing House, Mumbai.
8. **Sekaran, U. & Bougie, R. (Latest Edition)** — *Research Methods for Business: A Skill-Building Approach*, Wiley Publication.



Semester

III

Itinerary Preparation, Tour Packaging & Transportation

Subject Code: MBAT-301

Contact Hours: 30 Hours

Core Major

Credit Points: 02

Objective:

To build professional competence in designing travel itineraries, packaging tours, managing transportation, and handling travel documentation efficiently.

Course Outcomes:

- Develop a comprehensive understanding of travel itinerary planning and cost calculation for tour products.
- Understand the significance and operational role of various transportation modes in the tourism industry.
- Apply practical knowledge of combining transportation and itinerary components into attractive tour packages.

Unit I

Itinerary Planning & Development: Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation

Unit II

Developing & Innovating Package Tour: Tour Formulation and Designing Process: FITs & Group- Special Interest Tours (SITs), Tour Packaging: Importance of Tour Packaging - Classifications of Tour Packages - Components of Package Tours, Pre-Tour Management, Tour Operation, Post Tour Management.

Unit III

Tourism Transportation: Coach & Car Rental Services, Types of Coaches, Types of Car Rental Services, Negotiating rates with Airlines and hotels, Major Railway Transport Network in India & World, Distribution of Sales in Cruise Line Business, Inland Water Transport System in India

Unit IV

Costing & Operation of Package Tour: Preparation of Tour Cost Sheet, Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel, Sightseeing, Do's and Don'ts of Sightseeing, Crisis Management in tour, Preparation of Feedback or Guest Comment Sheet, Analysis of Comments of Guest, Service providers, Tour Escorts.

Unit V

Travel Documentation: Familiarization with TIM (Travel Information Manual), Passport & VISA-Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card.

Suggested Readings:

1. **S.K. Swain & J.M. Mishra (Latest Edition)** — *Tourism Principles & Practices*, Oxford University Press, New Delhi.
2. **M.R. Dileep (2019)** — *Tourism, Transport and Travel Management*, Routledge Publishing.
3. **J. Holland & D. Leslie (Latest Edition)** — *Tour Operators and Operations: Development, Management and Responsibility*, CABI.
4. **J. Negi (Latest Edition)** — *Travel Agency Operations: Concepts and Principles*, Kanishka Publications, New Delhi.
5. **J.C. Holloway (Latest Edition)** — *The Business of Tourism*, Prentice Hall, London (pp. 220–279).
6. **S. Roday, A. Biwal, V. Joshi (Latest Edition)** — *Tourism Operations and Management*, Oxford University Press, New Delhi (pp. 164–296).
7. **R. Goeldner & B. Ritchie (Latest Edition)** — *Tourism: Principles, Practices and Philosophies*, John Wiley & Sons, London.

Suggested Practical Activities and Case Studies

1. **Case Study: Designing a Complete Itinerary for a 7-Day Golden Triangle Tour (Delhi-Agra-Jaipur)**
 - Focus: Itinerary structure, costing, and transportation planning.
2. **Activity: Cost Sheet Preparation and Comparative Analysis for Two Competing Tour Packages**
 - Focus: Practical costing, margin calculation, and competitive pricing.
3. **Case Study: Handling Crisis Situations in Tours – Example from a Cruise Line Business**
 - Focus: Operational challenges, communication strategies, and guest management.



4. **Simulation: VISA Documentation and Mock Interview Preparation**
- Focus: Practical awareness for international tourism professionals.



Cross- Culture Management

Subject Code: MBAT-302

Core Major

Contact Hours: 45 Hours

Credit Points: 03

Objective:

To develop an in-depth understanding of tourist behavior, cultural dynamics, and cross-cultural linkages critical for global tourism management.

Course Outcomes:

- Understand the motivators and deterrents influencing tourist behavior.
- Analyze trends in the tourism market and their impact on tourist decision-making.
- Appreciate the importance of culture and cross-cultural interactions in the global tourism industry.

UNIT I: Introduction to Tourist Behaviour and Culture

Global environment: Globalization, tourism, and culture. Cultural diversity and its relevance to tourism. Concept and importance of tourist behavior. Factors affecting tourist behavior. Models of tourist behavior: Nicosia Model, Um and Crompton Model, Woodside and Lyonski, Mayo and Jarvis. Characteristics of the Indian outbound travel market.

UNIT II: Theoretical Framework on Culture and Behavior

Basics of culture and intercultural theories. Motivators and determinants of tourist behavior. Models of tourist purchase decision-making: Mathieson and Wall Model, Stimulus-Response Model (Middleton).

UNIT III: Typologies of Tourist Behavior and Market Dynamics

Typologies of tourist behavior and their critiques. Marketing applications of tourist typologies. Tourism-specific market segmentation. Tourism demand patterns: Global and sectoral analysis. Nature of demand and consumer behavior in tourism sectors.

UNIT IV: Consumer Behavior, Marketing, and Host-Guest Interactions

Marketing mix strategies and their relationship with tourist behavior. Emerging markets and shifting trends in tourist demand. Tourist satisfaction and quality management. Host-guest interactions and impacts: Physical, social, cultural, environmental dimensions. Tourist-guide interactions and service delivery implications.

UNIT V: Culture, Cross-Cultural Comparisons, and Ethics

Cultural practices and tourism's impact on local cultures. Cultural differences and variability: Sources and effects. Cross-cultural comparisons: Concepts, challenges, and global influences. Cultural shock, service interaction, and multicultural competence. Cultural influences on ethics and social behaviors in different international contexts (Asia, Australia, India, Europe).

Suggested Readings:

1. Susan Horner & John Swarbrooke (2007) — *Consumer Behaviour in Tourism* (2nd Edition), Butterworth-Heinemann.
2. Yvette Reisinger (2009) — *International Tourism: Cultures and Behaviours*, Butterworth-Heinemann.
3. D. Bowen & J. Clarke (2009) — *Contemporary Tourist Behaviour: Yourself and Others as Tourists*, Cambridge University Press.
4. John Hooker (2003) — *Working Across Cultures*, Stanford University Press.



Hospitality Management

Subject Code: MBAT-303

Core Major

Contact Hours: 45 Hours

Credit Points: 02

Objective:

To develop comprehensive knowledge of the hospitality industry's fundamentals, operations, marketing strategies, and contemporary management practices.

Course Outcomes:

- Understand the essentials of the hospitality industry and its evolution.
- Gain knowledge of various departments within hospitality operations and their functions.
- Analyze contemporary trends, issues, and future prospects in hospitality.
- Cultivate a professional culture of hospitality service and guest experience management.

UNIT I: Introduction to Hospitality Industry

Accommodation as a core component of tourism. Origin, growth, and diversification of the hotel industry. Types and classification of accommodations. Hotel categorization, registration procedures, and legal frameworks (relevant taxes, regulations). Leading multinational hotel chains operating in India.

UNIT II: Hotel Organization and Front Office Management

Major revenue-generating and non-revenue-generating departments. Front Office Management:

- Organizational structure and functions.
- Guest Cycle: Reservation (types, procedures, records), Registration, Check-in, Check-out procedures.
- Account settlement methods and Night Audit.
- Job descriptions: Front Office Manager, Guest Relation Executive.
- Handling guest complaints and CRS (Central Reservation Systems) usage.

UNIT III: Housekeeping, F&B Operations, and Other Departments

Housekeeping Management:

- Organizational structure, key activities, control desk operations.
- Linen and Uniform Management.
- Executive Housekeeper roles and responsibilities.

Food and Beverage (F&B) Operations:

- Outlets, meal plans, restaurant types, menu design, room service coordination.
- Food Production: Kitchen operations and staff hierarchy.

Other Major Departments:

- Engineering, Security, Finance & Accounting, Marketing, Human Resources.

UNIT IV: Accommodation Marketing and Yield Management

Features of hotel marketing and the 7 Ps. Domestic and foreign markets for hospitality services. Yield Management: Basic concepts, ADR (Average Daily Rate), Occupancy Rate. TQM (Total Quality Management) in hospitality. Sustainable practices adopted by modern hotels.

UNIT V: Managerial Issues and Future Prospects

Contemporary trends and challenges in the hospitality industry. Managerial problems and success factors in hotel operations. Future prospects for hospitality growth. Study of selected hotels in India and abroad (case study approach).

Suggested Readings:

1. **R.K. Malhotra (Latest Edition)** — *Fundamentals of Hotel Management and Operations*, Anmol Publications.
2. **Sudhir Andrews (Latest Edition)** — *Hotel Front Office Management*, Tata McGraw-Hill, New Delhi.



3. **Sudhir Andrews (Latest Edition)** — *Introduction to Tourism and Hospitality Industry*, Tata McGraw-Hill, New Delhi.
4. **Jagmohan Negi (Latest Edition)** — *Hotels for Tourism Development*, Metropolitan Publications, New Delhi.
5. **John R. Walker (Latest Edition)** — *Introduction to Hospitality Management*, Pearson Education India.



Yoga, Ayurveda and Spiritual Tourism

Subject Code: MBAT-304

Core Major

Contact Hours: 45 Hours

Credit Points: 03

Objective:

To cultivate a foundational understanding of Yoga, Ayurveda, and Spiritual Tourism, highlighting Patanjali's role in reviving ancient sciences for global wellness and sustainable tourism.

Course Outcomes:

- Understand the concept of Yoga, Ayurveda, and Spiritual Tourism from Patanjali's perspective.
- Recognize Patanjali Yogpeeth and Patanjali Wellness Centers as global models of integrated wellness tourism.
- Apply ancient Yogic and Ayurvedic knowledge to design wellness-based tourism experiences.
- Analyze the synergy between traditional healing practices and modern tourism trends.
- Evaluate Patanjali's contribution to positioning India as a global leader in spiritual and wellness tourism.

UNIT I: Foundations of Yoga and Tourism

Concept and Evolution of Yoga Tourism: Ancient Roots to Modern Applications. Patanjali Yogpeeth: Reviving Yogic Traditions for Global Wellness. Key Destinations: Haridwar, Rishikesh, and Patanjali's pivotal role in spiritual tourism.

UNIT II: Ayurveda and Holistic Healing through Tourism

Basic Concepts of Ayurveda:

- Doshas (Vata, Pitta, Kapha), Panchakarma Therapies, and Natural Healing.

Patanjali Ayurveda: A Modern Healing Framework. Ayurveda Tourism at Patanjali Wellness Centers: Detox, Rejuvenation, Preventive Healthcare Programs.

UNIT III: Spiritual Tourism: The Path to Inner Awakening

Meaning of Spiritual Tourism: Beyond External Journeys to Inner Growth. Spiritual Capitals: Haridwar and Rishikesh – Pilgrimage and Wellness Integration. Role of Patanjali Institutions in promoting Satvik Living, Yogic Diets, Meditation Retreats.

UNIT IV: Integration of Yoga, Ayurveda, and Spirituality at Patanjali Wellness

Holistic Health Tourism: Mind, Body, and Soul Alignment. Integrated Healing Practices: Yoga Asanas, Ayurveda Treatments, Meditation Sessions.

Case Study: A Healing Journey at Patanjali Wellness Haridwar.

UNIT V: Global Impact and Future Prospects

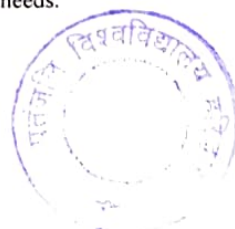
Patanjali's Contribution to India's Emergence as a Global Wellness Tourism Hub. Opportunities for Entrepreneurs, Wellness Consultants, and Tourism Developers. Ethical Principles and Sustainable Models of Wellness Tourism inspired by Patanjali's philosophy.

Suggested Readings

1. **Swami Ramdev (Latest Edition)** — *Yoga: Its Philosophy and Practice*.
2. **Acharya Balkrishna (Latest Edition)** — *Ayurveda for Complete Wellness*.
3. **Patanjali Research Foundation Publications** — *Integrated Healing Systems and Studies*.
4. **Ministry of AYUSH (Government of India)** — *Wellness Tourism in India: A Policy Framework*.
5. **International Journal of Yoga and Wellness Studies** — *Research Articles on Patanjali Yogpeeth Initiatives*.

Practical Activities and Case Studies

1. **Case Study: Healing Journey at Patanjali Wellness Haridwar**
 - Focus: Integration of Yoga, Ayurveda, and Meditation for wellness.
2. **Field Visit: Observation of Satvik Living and Yogic Diet Practices at a Wellness Retreat**
 - Focus: Cultural immersion into Yogic traditions.
3. **Workshop Activity: Designing a Sample Wellness Tour Package Inspired by Patanjali Philosophy**
 - Focus: Application of academic learning to tourism industry needs.



Objective:

To develop entrepreneurial skills alongside practical knowledge of logistics and supply chain management necessary for business success in the tourism and service industries.

Course Outcomes:

- Understand the foundational concepts of entrepreneurship, business opportunity identification, and logistics.
- Apply supply chain principles and forecasting methods for efficient business operations.
- Develop practical entrepreneurial plans integrating logistics and supply chain strategies for competitive advantage.

UNIT I: Introduction to Entrepreneurship and Logistics Concepts

Definition and scope of entrepreneurship and its role in economic development. Entrepreneurship in the tourism industry and new business opportunities. Basic concepts of logistics and supply chain management. Evolution of logistics, key differences between logistics and supply chain management. Logistics as a source of competitive advantage.

UNIT II: Business Opportunity Identification and Integrated Logistics

Opportunity search and identification for entrepreneurship. Product selection and conducting feasibility studies. Integrated logistics: Concepts, objectives, and operational structure. Barriers to logistics integration. Information flow and inventory management in logistics performance cycles.

UNIT III: Business Conceptualization and Supply Chain Fundamentals

Developing business models and strategic approaches: Understanding customer needs and competition analysis. Legal forms of business organization, registration processes, and networking essentials.

Introduction to supply chain management: Supply chain drivers and performance metrics, Distribution network design and planning under uncertainty.

UNIT IV: Business Planning and Supply Chain Forecasting

Writing a detailed business plan covering: Marketing, finance, operations, and human resource management. Demand forecasting techniques and aggregate planning in supply chains. Sales and operations planning (S&OP). Managing predictable variability in business operations. Importance of structured planning in startups and entrepreneurial ventures.

UNIT V: Enterprise Setup, Institutional Support, and Supply Chain Coordination

Enterprise establishment: Licensing, registration, and institutional support (MSME, Start-Up India, etc.).

Managing economies of scale and safety inventory in logistics. Sourcing decisions and supply chain coordination. Bullwhip Effect in supply chains and methods of managing it.

Case studies:

Barilla SpA (Supply Chain Excellence).

Zappos.com (Customer-centric logistics innovation).

Suggested Readings

1. **Vasant Desai (Latest Edition)** — *Small-Scale Industries and Entrepreneurship*, Himalaya Publishing House.
2. **Aruna Kaulgud (Latest Edition)** — *Entrepreneurship Management*, Vikas Publishing House.
3. **Sangram Keshari Mohanty (Latest Edition)** — *Fundamentals of Entrepreneurship*, Prentice Hall of India.
4. **Sunil Chopra & Peter Meindl (4th Edition)** — *Supply Chain Management: Strategy, Planning, and Operation*, Prentice Hall.
5. **D.J. Bowersox, D.J. Closs, M.B. Cooper (Latest Edition)** — *Supply Chain Logistics Management*, McGraw-Hill.



Human Resource Management and Organisation Behaviour

Subject Code: MBAT-306

Core Minor (Interdisciplinary course)

Contact Hours: 45 Hours

Credit Points: 03

Objective:

To develop an understanding of HRM principles, organizational behavior, and labor laws with a focus on tourism industry practices.

Learning Outcomes:

- Understand the structure, functions, and evolving role of Human Resource Management in the tourism sector.
- Apply HR practices including recruitment, training, performance appraisal, and compensation specific to tourism organizations.
- Analyze individual and group behavior, manage workplace conflict, and implement change management strategies effectively.

UNIT I

Concepts of Human Resource Management: Concept of Human Resource Management – Organization and Functions of HR – Structure and Strategy – HR Manager, Climate and Culture of HRD – Evolution of HR Practices in Indian Context - Global Trends in HR Practices.

UNIT II

Functions of HRM: Manpower Planning – Recruitment - Selection and Induction – Practices of Hiring in Tourism Industry – Training and Development – Methods, Design and Evaluation of T & D Programmes Coaching and Mentoring – Performance Appraisal - Career Development – Attrition and Retention, Potential Appraisal – Promotions and Transfers – Personnel Empowerment - Competency Standards in Tourism.

UNIT III

Compensation Management: Concepts – Job Evaluation - Principles and Determinants of Compensation - Productivity, Employee Morale – Compensation Issues in Tourism Sector - Quality of Work Life (QWL). Legislative Aspects of HRM: Trade Unions Act-1926 – Industrial Disputes Act 1947 - Disciplinary Procedure – Payment of Wages Act-1936 – Employees Provident Fund Act-1952 – Payment of Bonus Act-1965 - Payment of Gratuity Act-1972.

UNIT IV

Organisational Behaviour: Individual Behaviour and Differences - Personality –Attitudes and Beliefs – Values - Perception – Perceptual Selectivity – Transactional Analysis – JOEHARRY Window – Management of Stress

UNIT V

Group Dynamics: Group Behavior – Group Formation - Understanding Work Teams – Conflict, Negotiation, and Intergroup Behavior - Change Management – Resistance to Change – Organizational Development.

Suggested Readings

1. Verma, P. Personnel Management in Indian Organisations, OUP & IBM Publishing Co. Ltd, New Delhi.
2. Venkata Ratnam, C.S. & Srivatsava, B.K. Personnel Management and Human Resources, Tata McGraw Hill, New Delhi.



Introduction to AI and AI tools in Tourism Industry

Subject Code: MBAT-307
SEC

Contact Hours: 45 Hours
Credit Points: 03

Objective:

To introduce students to the basics of Artificial Intelligence (AI) and its applications in tourism, hospitality, and wellness industries for improving service delivery, personalization, and management with simplicity and wisdom.

Learning Outcomes:

- Understand the basic concepts of AI and its simple real-world applications in tourism and hospitality.
- Identify key AI tools used in travel, hotel, and wellness services.
- Apply AI tools for tourism marketing, service operations, and customer personalization.
- Reflect on ethical issues like privacy, human-machine balance, and responsible AI use.
- Explore emerging career opportunities in AI-supported tourism sectors.

UNIT I: Introduction to AI and its Role in Tourism

Basic meaning of Artificial Intelligence (AI) and Automation differences. Why AI matters for Travel, Tourism, and Hospitality industries.

Simple examples:

- AI helping tourists with booking systems.
- Language translation for travelers.
- Virtual trip planning tools.

UNIT II: Common AI Tools in Tourism

Chatbots for answering travel queries and managing hotel bookings. Virtual Assistants (Siri, Alexa, Google Assistant) for tourism services. Recommendation systems for suggesting destinations, hotels, wellness packages. Language translation apps and real-time travel support.

UNIT III: Using AI for Marketing and Customer Service

Personalized tourism marketing: Targeted ads, automated emails, customized offers. AI-driven review analysis and feedback management. Social media bots for tourism and hotel promotions.

Case Studies:

- MakeMyTrip's chatbot 'Myra'.
- Airbnb's AI-based personalized recommendations.

UNIT IV: AI in Tourism Operations

AI in online booking engines: Smart suggestions, predictive analysis. Room allocations and smart check-ins at hotels. Virtual tours and Augmented Reality (AR) in destination marketing. AI-based wellness apps for personalized Ayurveda, Yoga, and wellness recommendations.

UNIT V: Basic Ethics and Future of AI in Tourism

Importance of customer privacy, data safety, and consent. Maintaining human touch alongside automation.

Future opportunities:

- AI for sustainable tourism, eco-tourism, and rural tourism.
- AI-supported wellness retreats and spiritual tourism.

Suggested Readings

1. **D. Buhalis (2019)** — *Technology in Tourism: A Simple Introduction*.
2. **P. Seth (2022)** — *AI for Hospitality and Tourism Managers*.
3. **Tourism Industry Reports (2021–22)** — *AI Applications in Travel and Tourism*.



Educational Field tour Report and Viva Voce

Subject Code: MBATP-308
Practical

Contact Hours: 30 Hours
Credit Points: 03

Objective

To provide experiential learning by integrating tourism destination study and yoga practices, enabling students to bridge theoretical knowledge with real-world experiences in tourism, hospitality, and wellness sectors.

Learning Outcomes

- Apply theoretical concepts by observing tourism operations and yoga practices in real settings.
- Analyze the role of cultural, spiritual, and wellness-based tourism in sustainable development.
- Develop skills in field research, tourism analysis, and reflection on yoga as a wellness tourism resource.

Field Tour

- Six to ten-day study tour to culturally and spiritually significant destinations, preferably in the Himalayan region.
- Direct exposure to tourist attractions, infrastructure, wellness centers, and operational practices.
- Activities include field research, industry interactions, management observations, and participation in basic yoga sessions.

Yoga Practical Component

- Observation and optional participation in yoga sessions at ashrams, wellness centers, or tourism hubs.
- Practical exposure to Asanas, Pranayama, and Meditation in traditional environments.
- Reflection on yoga's significance in wellness, stress management, and tourism integration.

Field Study Report

Students will submit a structured report covering:

6. Destination Overview: Geography, culture, economy, attractions, facilities.
7. Tourism Operations: Service delivery, customer handling, booking systems.
8. Sustainability and Wellness Integration: Eco-tourism, cultural conservation, yoga's contribution.
9. Yoga Reflection: Insights on yoga participation and its tourism value.
10. Suggestions: Recommendations for improving tourism and wellness experiences.

Viva-Voce Examination

- Conducted jointly by Internal and External Examiners.
- Assessment based on:
 - Understanding of destination and operations.
 - Quality of tourism and wellness analysis.
 - Presentation of field experiences and practical recommendations.

Assessment Criteria

- Field Study Report: 50% (Research depth, structure, wellness integration)
- Viva-Voce: 50% (Analytical ability, clarity of insights, application of knowledge)

Guidelines

- Field Study Report: 15–20 typed pages with relevant charts and references.
- Submission: 15 days prior to the Viva-Voce.
- Field visits and yoga activities require prior departmental approval and compliance with guidelines.

(Note: The field tour and yoga practicals are an essential component of holistic tourism education at the University of Patanjali, encouraging alignment with wellness, culture, and sustainable tourism principles.)



Semester

IV

On-the-Job-Training, Report, and Viva-voce

Subject Code: MBATP-401
Practical

4-6 Weeks
Credit Points: 8

Objective:

To offer experiential learning that integrates yogic discipline, managerial awareness, and real-world tourism, wellness, and hospitality practices.

University Philosophy

At the **University of Patanjali**, On-the-Job Training (OJT) is not merely a formal requirement, but a vital part of our philosophy of **anubhava-pradhāna shikṣā** (experience-driven learning).

It is grounded in the principles of **niyama** (discipline), **shraddhā** (sincerity), and **seva** (service).

Course Outcomes:

- Practical understanding of tourism, wellness, and hospitality operations
- Improved confidence in teamwork, communication, and professional behavior
- Development of yogic values—discipline, awareness, humility—within workspaces
- Readiness for careers in wellness tourism, Ayurveda, spiritual retreats, and sustainable travel services

Structure of On-the-Job Training

Duration

Minimum **4-6 weeks (1-1.5 month)** during the **4th semester**.

Eligible Training Organizations

- Yoga Retreats and Ashrams
- Ayurveda & Panchakarma Centers
- Eco-Wellness Resorts
- Travel Agencies and Tour Operators
- Spiritual Hospitality Establishments
- Cultural or Sustainable Tourism Initiatives

Student Expectations

During the OJT, students must:

- Observe day-to-day operational practices
- Participate in live tasks and support functions
- Demonstrate professional conduct in alignment with yogic values
- Maintain a daily **Training Diary (Kārya-Pustikā)** with personal reflections and learnings

Reporting & Documentation

Project Report Structure

Post-training, students must submit a structured report including:

- Introduction of host organization
- Department-wise observations
- Daily reflections and learnings
- Experiences of communication, discipline, and problem-solving
- Reflection on integration of yogic values in hospitality/wellness practices

Submission (Three Copies):

1. One copy to the **Host Organization**
2. One copy to the **Department**
3. One retained by the **Student**

Viva-Voce Examination

- Based on the **training report and diary**
- Conducted jointly by **internal faculty** and **external expert examiner**
- Will assess clarity, engagement, ethical conduct, and application of knowledge

Evaluation Pattern (Total: 100 Marks)

Component

Report Submission & Quality

Viva-Voce Presentation

Marks

70

30



DISSERTATION & VIVA VOCE

Subject Code: MBATP-402

Practical

Contact Hours: 60

Credit Points: 6

Objective:

To foster independent inquiry, critical thinking, and reflective contribution to the fields of tourism, wellness, Ayurveda, and spirituality through structured research and oral presentation.

University Philosophy

At the University of Patanjali, research is seen as a sacred act of anusandhān (deep inquiry) and lok-sevā (service to society).

A dissertation represents the learner's journey from knowledge acquisition to knowledge creation with authenticity (satya-jñāna) and humility (vinaya).

Course Outcomes:

- Ability to independently conduct meaningful academic research.
- Competency in articulating logical arguments and presenting findings effectively.
- Contribution to the growing fields of tourism, wellness, and spirituality, grounded in **integrity (satya)** and **humility (vinaya)**.

Structure and Format of Dissertation

Students are required to prepare a dissertation systematically, following this structure:

1. **Cover Page**
2. **Declaration by the Candidate**
3. **Certificate from Supervisor/Guide**
4. **Acknowledgment**
5. **Preface**
6. **Table of Contents**
7. **Introduction to the Research Problem**
8. **Scope of the Study**
9. **Significance and Relevance of the Study**
10. **Objectives of the Study**
11. **Research Methodology**
 - Research Design
 - Data Collection Methods
 - Data Analysis Techniques
12. **Review of Literature**
13. **Data Presentation and Analysis (Organized in Chapters)**
14. **Findings and Conclusions**
15. **Bibliography (APA or MLA Referencing Style)**
16. **Appendices (if necessary)**

Formatting Guidelines

- Typed neatly with consistent formatting.
- Properly bound as per university standards.
- Minimum of **40 pages** excluding appendices.

Submission Guidelines

- Dissertation must be submitted within the prescribed timeline announced by the department.
- Late submissions will only be accepted under justified, exceptional circumstances with prior approval.

Viva-Voce Examination

- Post submission, students will appear for a **Viva-Voce (Oral Defense)**.
- Viva will evaluate:
 - Understanding of the research problem.
 - Originality of research work.
 - Ability to relate research findings to practical realities of tourism, wellness, and hospitality.

Evaluation will be conducted jointly by:

- **Supervisor/Internal Examiner**
- **External Examiner appointed by the Department**

Evaluation Scheme



Component

Dissertation Quality (Supervisor's Evaluation)

Viva-Voce Presentation and Defense

Total**Marks**

70 Marks

30 Marks

100 Marks

An Introduction to Eco-Tourism, Responsible and Sustainable Tourism

Subject Code: MBAT-403

Core Major

Contact Hours: 30

Credit Points: 2

Objective:

To nurture a profound understanding of eco-tourism, responsible tourism, and sustainable practices in the tourism industry, guided by the philosophy of **prakriti-sammata** (harmony with nature) and **sarva-bhuta-hita** (universal welfare)

Course Outcomes:

- Understand the core principles of ecology, eco-tourism, responsible tourism, and sustainable tourism development.
- Analyze the environmental, socio-economic, and cultural impacts of tourism activities.
- Apply sustainable tourism strategies in the planning, development, and management of destinations.
- Recognize the role of international organizations, government initiatives, and communities in eco and sustainable tourism promotion.
- Reflect on real-world case studies and best practices in eco-responsible and sustainable tourism globally and within India.

UNIT I: Foundations of Ecology, Tourism, and Sustainability

Meaning and fundamentals of Ecology: Basic laws and ecological principles. Ecosystem functioning and biodiversity conservation. Pollution types, pollutants, ecological footprints. Tourism-Ecology Relationship: Impacts, interactions, and ecological balance. Concept of Development and Sustainable Development: Evolution, SDGs (Sustainable Development Goals).

UNIT II: Evolution and Principles of Eco-Tourism

Historical emergence and evolution of Eco-Tourism. Principles, characteristics, and ethics of Eco-Tourism. Comparison between Mass Tourism and Eco-Tourism. Typologies of Eco-tourists and Eco-tourism activities. Major Global Summits and Declarations:

Rio Summit 1992,
Kyoto Protocol 1997,
Quebec Declaration 2002,
Oslo Declaration 2007.

Introduction to Responsible Tourism: Meaning, community participation, and sustainable development goals.

UNIT III: Planning and Managing Sustainable Tourism

Eco-Tourism Development: Balancing resource management and socio-economic growth. Planning eco-friendly tourism facilities and amenities. Concepts of Carrying Capacity and Limits of Acceptable Change (LAC). Environmental Impact Assessment (EIA) for tourism projects. Sustainable Tourism Tools: Ecological footprint, Life Cycle Assessment, CSR initiatives in tourism.

UNIT IV: Institutions and Policies Supporting Sustainable and Responsible Tourism

Role of International and National Agencies: TIES, UNWTO, IUCN, WWF, UNDP, MoEF (India), ATREE, EQUATIONS.

Influence of Public and Private Sectors in sustainable tourism development. Sustainable Tourism Governance and Integrated Tourism Planning. Certifications and Eco-labels for Authentic Sustainable Tourism Practices.

UNIT V: Case Studies in Eco, Responsible, and Sustainable Tourism

Best Practice Case Studies:

Global Examples: Costa Rica, Bhutan, Global Community-Based Tourism Projects.
Indian Models: Kerala Responsible Tourism Model, Eco-tourism in Uttarakhand.

Policy Examples and Sustainable Development Strategies. Challenges and Opportunities for Eco and Responsible Tourism.

Emerging Trends:

Regenerative Tourism,
Integration of Wellness and Sustainability Principles.

Suggested Readings

1. **D.A. Fennell (Latest Edition)** — *Ecotourism: An Introduction*, Routledge.
2. **D. Weaver (Latest Edition)** — *The Encyclopedia of Ecotourism*, CABI Publications.
3. **D.A. Fennell (Latest Edition)** — *Ecotourism Policy and Planning*, CABI Publications.
4. **D.L. Edgell Sr. (Latest Edition)** — *Managing Sustainable Tourism: A Legacy for the Future*, Routledge.



Elective Pool (Semester IV)

Subject Code: MBAT
Elective

Contact Hours: 30
Credit Points: 2

Philosophy Behind Electives

At the University of Patanjali, electives are designed to **empower students with specialized skills**, aligned with **personal dharma**, **professional competence**, and **global service (sarva-bhuta-hita)**. Students are encouraged to **choose consciously** based on their career goals, values, and contribution to holistic and sustainable tourism.

(Choose any one course from each group)

Group A: Marketing Specialization

Focus: Developing expertise in marketing, promotions, and consumer engagement strategies for tourism and hospitality sectors.

- **Advertising and Public Relations in Tourism & Hospitality**
Understand the strategic role of advertising, branding, and public relations in shaping tourism and hospitality businesses.
- **Airline Marketing**
Explore specialized marketing strategies for airlines, aviation trends, and customer loyalty programs.
- **Consumer Behaviour, Advertising and Publicity**
Analyze consumer psychology, advertising techniques, and the impact of publicity on tourism purchasing decisions.

Group B: Human Resource Management Specialization

Focus: Building leadership, people management, and legal understanding necessary for the tourism and service industries.

- **Legal Environment and Industrial Relations**
Study the framework of labour laws, industrial relations, and ethical practices in tourism and hospitality management.
- **Performance Appraisal and Counselling**
Gain insights into employee performance evaluation systems, feedback mechanisms, and workplace counselling techniques.
- **Leadership and Organizational Management**
Develop leadership skills, strategic thinking, and organizational behaviour knowledge for managing service organizations.

Group C: Tourism, Wellness & Sustainability Specialization

Focus: Integrating wellness, spirituality, adventure, and sustainability into tourism offerings.

- **Fundamentals of Yoga**
Understand the philosophical foundations and practical dimensions of Yoga as a basis for wellness tourism.
- **Wellness Retreat & Spa Management**
Learn about the planning, operations, and marketing of wellness retreats, spas, and holistic wellness centers.
- **Adventure & Sports Tourism**
Explore the principles, safety standards, and business management aspects of adventure, outdoor, and sports tourism.



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