

# **UNIVERSITY OF PATANJALI, HARIDWAR**

**(Department of Tourism Management)**

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## **Brief Background**

The beginning of the **Department of Tourism Management**, may be traced back to **2009**, when it was established under the blessings of **Param Pujya Swami Ji Ram Dev Ji Maharaj, Chancellor** and of **Param Pujya Acharya Ji Maharaj, Vice Chancellor** with the aim to encourage students in the segment for advanced Culture and Tourism Education and Research in association with Yoga Science.

**Why department was established:** Though Uttarakhand is the richest in the cultural heritage & Tourism, teaching of the ancient Indian Culture and Spiritual tourism, Health tourism, rural tourism was not popular in the universities of the state. Looking into this discrepancy our department- the department of Tourism Management was established.

The department is functioning under **the Faculty of Humanities & Ancient Studies**.

**The goals and objectives of the department are:**

- 1) To provide the basic background of higher learning and research in the region,
- 2) To highlighting the scope, heritage and culture of the region.
- 3) And To develop the job potential for the region in the area of tourism and culture.

## **Program outcomes of MTTM & PG Diploma course:**

- 1 Apply knowledge of management theories and practices to solve business problems.
  - 2 Foster Analytical and critical thinking abilities for data-based and situation based decision making.
  - 3 Ability to develop Value based Leadership in Tourism & Hospitality Industry.
  - 4 Ability to understand, analyze and communicate social, economic, legal, ethical, Technological, and global aspects of business.
  - 5 Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to the organization as well as society.
  - 6 Generate business ideas, develop business plans, understand regulatory requirements, and identify the sources of finance and other resources to start new Tourism related business ventures. (Entrepreneurship)
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