

# **ORDINANCE AND COURSE CURRICULUM FOR**

**MASTERS OF TOURISM & TRAVEL MANAGEMENT  
(MTTM / MA TOURISM)**

**TWO YEAR PROGRAMME**



**DEPARTMENT OF TOURISM**

**UNIVERSITY OF PATANJALI, HARIDWAR**

**UTTARAKHAND-249405**

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

**UNIVERSITY OF PATANJALI, HARIDWAR**

**CBCS SCHEME FOR MTTM / M.A. TOURISM**

	<b>CORE COURSE (12)</b>	<b>Ability Enhancement Compulsory Course (AECC) (2)</b>	<b>Skill Enhancement Course (SEC) (2)</b>	<b>Elective: Discipline Specific DSE (4)</b>	<b>Elective: Generic (GE) (2)</b>	<b>Extra Co-Curricular (EC) (2)</b>
<b>I SEM</b>	C1	AECC-1			GE-1	EC-1
	C2					
	C3					
	C4					
<b>II SEM</b>	C5		SEC-1		GE-2	EC-2
	C6					
	C7					
	C8					
<b>III SEM</b>	C9	AECC-2		DSE-1		
	C10			DSE-2		
<b>IV SEM</b>	C11		SEC-2	DSE-3		
	C12			DSE-4		

S.N	Subject Code	Subject Title	Lectures per week			Evaluation Scheme				Subject Total
						Seasonal			SEE	
			L	T	P	Credit	CT	TA		
<b>I YEAR</b>										
<b>SEMESTER I</b>										
<b>CC (CORE COURSES COMPULSARY) – 4 PAPERS</b>										
1	MTTM-CT-101	Tourism Concepts and Principles	3	1	0	4	20	10	70	100
2	MTTM-CT-102	Tourism in Uttarakhand	3	1	0	4	20	10	70	100
3	MTTM-CT-103	Health & Wellness Tourism	3	1	0	4	20	10	70	100
4	MTTM-CT-104	Tourism Resources in India	3	1	0	4	20	10	70	100
<b>AECC (Ability Enhancement Compulsory Course)</b>										
5	MTTM-AEC-105	Environmental Science	2	1	0	2	10	5	35	50
<b>Generic Elective (Select any one)</b>										
6	MTTM-GE-106A	Patanjal Yog Darshan	3	1	0	4	20	10	70	100
7	MTTM- GE-106B	Fundamentals of Yoga	3	1	0	4	20	10	70	100
<b>Extra Co-Curricular (Select any one)</b>										
8	MTTM-EC-107A	Principles of Vocal Music	2	1	0	2	10	5	35	50
9	MTTM-EC-107B	Introduction to Physical Education	2	1	0	2	10	5	35	50
<b>26 HRS</b>						<b>20+4</b>	<b>TOTAL</b>			<b>500</b>

S.N	Subject Code	Subject Title	Lectures per week			Evaluation Scheme				Subject Total
						Seasonal			SEE	
			L	T	P	Credit	CT	TA		
<b>I YEAR</b>										
<b>SEMESTER II</b>										
<b>CC (CORE COURSES COMPULSARY) – 4 PAPERS</b>										
1	MTTM-CT-201	Travel Agency & Tour Operations	3	1	0	4	20	10	70	100
2	MTTM-CT-202	Culture Heritage and Tourism	3	1	0	4	20	10	70	100
3	MTTM-CT-203	Transport Management	3	1	0	4	20	10	70	100
4	MTTM-CT-204	Major Destinations of world	3	1	0	4	20	10	70	100
<b>SEC (Skill Enhancement Course)</b>										
5	MTTM-SEC-205	Basic Computer Applications	2	1	0	2	10	5	35	50
<b>Generic Elective (Select any one)</b>										
6	MTTM-GE-206A	Principles of Hath Yoga	3	1	0	4	20	10	70	100
7	MTTM-GE-206B	Yoga Psychology	3	1	0	4	20	10	70	100
<b>Extra Co-Curricular (Select any one)</b>										
8	MTTM-EC-207A	Introduction to Instrumental	2	1	0	2	10	5	35	50
9	MTTM-EC-207B	Badminton Sports	2	1	0	2	10	5	35	50
<b>26 HRS</b>						<b>20+4</b>	<b>TOTAL</b>			<b>500</b>

S.N	Subject Code	Subject Title	Lectures per week			Evaluation Scheme				Subject Total
			L	T	P	Seasonal			SEE	
						Credit	CT	TA		
<b>II YEAR</b>										
<b>SEMESTER III</b>										
<b>CC (CORE COURSES COMPULSARY) – 2 PAPERS</b>										
1	MTTM-CT-301	Hotel & Resort Management	3	1	0	4	20	10	70	100
2	MTTM-CT-302	Tourism Policy & Planning	3	1	0	4	20	10	70	100
<b>DSE –(Discipline Specific Elective), Select any Two</b>										
3	MTTM-DSE-303	Hospitality Services Management	3	1	0	4	20	10	70	100
4	MTTM-DSE-304	Travel Formalities & Facilitation	3	1	0	4	20	10	70	100
5	MTTM-DSE-305	Adventure Tourism	3	1	0	4	20	10	70	100
6	MTTM-DSE-306	Airlines Ticketing	3	1	0	4	20	10	70	100
<b>AECC (Ability Enhancement Compulsory Course)</b>										
7	MTTM-AEC-307	Communicative English	2	1	0	2	10	5	35	50
<b>19 HRS</b>						<b>16+2</b>	<b>TOTAL</b>			<b>400</b>

S.N	Subject Code	Subject Title	Lectures per week			Evaluation Scheme				Subject Total
			L	T	P	Seasonal			SEE	
						Credit	CT	TA		
<b>II YEAR</b>										
<b>SEMESTER IV</b>										
<b>CC (CORE COURSES COMPULSARY) – 2 PAPERS</b>										
1	MTTM-CT-401	Research Methodology	3	1	0	4	20	10	70	100
2	MTTM-CP-402	Project Report/ Dissertation/ Internship	5	1	0	6	20	10	70	100
<b>DSE - (Discipline Specific Elective), Select any Two</b>										
3	MTTM-DSE-403	Marketing for Tourism Managers	3	1	0	4	20	10	70	100
4	MTTM-DSE-404	Human Resource Management in Tourism	3	1	0	4	20	10	70	100
5	MTTM-DSE-405	Financial Management in Tourism	3	1	0	4	20	10	70	100
6	MTTM-DSE-406	Strategic Tourism Management	3	1	0	4	20	10	70	100
<b>SEC (Skill Enhancement Course)</b>										
7	MTTM-SEC-407	Basics of Sanskrit	2	1	0	2	10	5	35	50
<b>21 HRS</b>						<b>18+2</b>	<b>TOTAL</b>			<b>400</b>

## **Semester -I**

### **TOURISM CONCEPTS & PRINCIPLES (MTTM CT-101)**

#### **Course objectives:**

1. This will be an introductory module giving the basis of tourism studies.
2. This will give an overview of the Tourism Industry and various organisations.
3. Give an insight into how travel and tourism involved over a period of time and reached the modern stage.
4. Enhance the knowledge of students in various areas related to Tourism and how it affects the destination.

**Course Outcomes:** After studying this paper, students will able to

CO 1. assume the elementary concepts of Tourism that are applied in Tourism and Hospitality Industry.

CO 2. classify the role, function and operation in Tourism Industry.

CO 3. divide the concept of Travel and Tourism, the framework of the system, types and form of tourism as well as the impacts of tourism.

CO 4. describe the different types tourism resources of India, there importance in tourism and management.

#### **Unit – I Understanding Tourism:-**

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

#### **Unit – II Exploring Tourism:-**

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

#### **Unit- III Tourism Impact:-**

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

#### **Unit- IV Major Tourism Services:-**

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

#### **Unit- V Tourism Organization:-**

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

**Suggested Readings:**

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



## **Tourism in Uttarakhand (MTTM CT-102)**

### **Course Objectives:**

1. The module gives information of tourist places of Uttarakhand that helps students to know the background elements of tourism resources of Uttarakhand state.
2. Establishing world class infrastructure, attracting private sector for infrastructure development and identifying new tourism destination.
3. Gives the knowledge of religious and pilgrimage sites.

**Course Outcomes:** After studying this paper, students will be able to

CO 1. Enrich about the different Tourism resources of Uttarakhand that attracts millions of tourists every year through Domestic and Inbound Tourism.

CO 2. List of the Tourism prominent role in Uttarakhand. The draw of the Himalayas, the beauty and cool relief of hill stations and the wealth of Hindu religious pilgrimage sites are a part of the attraction.

CO 3. Explore the importance of religious places.

### **Unit 1 Geographical and Historical Background**

Geographical features, divisions, mountain ranges, rivers, main symbol of Uttarakhand Reason , climate, General introduction of History Garhwal and Kumaon region.

### **Unit 2 Social and Cultural Heritage**

Important caste and tribes, Main dances , Fairs and Festival ,Handicrafts,Tradition,Main Cusin.

### **Unit 3 Spiritual Tourism in Uttarakhand**

Background of historical tourism, important places -Haridwar, Rishikesh, Jageshwar,Chardham in Uttarakhand, Panch Prayag, Hemkund,panch Badri ,panch kedar.

### **Unit 4 Natural Based Tourism**

Vedani and Dayara Bugyal, Roopkund, Nainital,Devtaryatal, Sahastra tal, Mussiore, Kosani, Ranikhet, Munasyari, ,Kotdwar,Valley of Flowers, Rajaji and Jim Corbett National Park.

### **Unit 5 Adventure Sports**

Trekking, Mountaineering, Skiing, River Rafting and Paragliding,Bungi Jumping - General Introduction.

### **Suggested Readings:**

- - Uttranchal 'the abode of gods'
- - Uttrakand ka smagra darshan – Savita Mohan.
- - Uttrakhand year book – 2010 –Lokesh Navbani
- - Uttranchal- Aitihashik avem Sanskritic Ayam- Uma Prashad Thapaliya
- Uttranchal ke Devalaya – Triloke Chandra Bhatt.
- Uttranchal me Paryatan naye chitize – Dr. Harimohan.

## **HEALTH & WELLNESS TOURISM (MTTM-CT 103)**

### **Course Objectives:**

1. The course intent to upgrade the knowledge of the latest trends in tourism particularly the health tourism in the country.
2. Since health tourism constitute a niche market for the industry and the government as well, it becomes desirable for the students to get in touch with this new segment of tourism industry.
3. After studying this course, the student shall be able to define the trends, issues and challenges in the field of health tourism in India.
4. After reading this subject, students get the knowledge of health and wellness.

**Course Outcomes:** After studying this paper, students will be able to

CO 1. Classify the Health and wellness tourism paper can provide opportunities to students to learn new skills or knowledge related to nutrition, fitness, and other aspects of health and wellness.

CO 2. Interpret in enhancing self-awareness among the students by practically taking them in various health & wellness activities, as per the requirements and needs.

CO 3. Classify the importance of health and wellness of the country.

### **Unit 1 Introduction**

Basic Meaning of word 'Wellness'. Aims & objectives, Introduction to Health Tourism: Meaning, nature, scope & objectives, Relevance of Yoga in relation to Tourism. Health tour operator or health facilitators in India.

### **Unit II Medical Tourism**

Definition of medical tourism, SWOT analysis of Indian medical tourism, Accreditations bodies for hospitals like JCI, NABH , Medical VISA, Govt policy for medical tourism.

### **UNIT III Health Tourism Products**

Health and Medical Tourism products: Meaning, nature and scope, , Health and Medical Tourism markets at global level, Advantages and disadvantages for India in Global Medical Tourism Market, Meaning of Peace Tourism

### **UNIT IV Health and Wellness Tourism Expansion**

Health and Medical Tourism in India, Role of Private sector in health and medical tourism, Traditional Health Care system in India, Government incentives for health and medical tourism in India. Factors affecting Wellness & Health Tourism.

### **Unit V Health Tourism Centres**

Health Tourism Centres in India: Health Tourism Resources in Haridwar & Rishikesh, Patanjali Health Tourism Institutions, Health & Medical Tourism in Kerala & Tamil Nadu.

Note: The syllabus will be followed by one day educational visit at any nearest Health Tourism Institution.

**Suggested Readings:**

1. Smith, Melanie, & Puczko, Laszlo, Health and Wellness Tourism.
2. Conell, John, Medical Tourism.
3. Kumar, Medical Tourism in India (Management and Promotion)
4. Edlin, Gordon & Golanty, Eric, Health and Wellness.

## **Tourism Resources in India (MTTM CT-104)**

### **Course Objectives:**

1. The module gives information of countries tourist places of national and international importance and it helps students to know the background elements of tourism resource
2. To provide entertainment to tourists, organise tourism related activities such as cultural shows, fairs and festivals etc.
3. To take over and develop and manage places of tourist interest, parks, lakes, avenues, beaches and recreational places, sports etc.

**Course Outcomes:** After studying this paper, students will be able to

CO 1. compare about the different Tourism resources of India that attracts millions of tourists every year through Domestic and Inbound Tourism.

CO 2. Go through the planning of tourists will often gain a greater respect for the lifestyle of the people living in the area they are visiting.

CO 3. Increase tourism that leads to local communities improving their skills and improving their social status.

### **Unit – I Introduction:**

Concept of resource, attraction & product in tourism, meaning & characteristics, Typology & nature of tourism resources. Nature & Scope to tourist places in India.

### **Unit- II Natural Resources:**

Study of wild life Parks, Sanctuaries & Tiger Reserves in India with case studies of Raja Ji National Park, Jim Corbett, Bharatpur Bird Sanctuary, Valley of Flowers & Gir National Park, Kaziranga National Park.

### **Unit-III Pilgrimage Destinations:**

**Hindu-** Char Dham Yatra, Haridwar, Khajuraho, Mahabalipuram, Tirupati, Madurai, Konark.

**Buddhist:** Lumbini, Bodhgaya, Sarnath, Kushinagar, Sanchi, Ajanta.

**Jain:** Mount Abu, Sharavanbelgola.

**Islamic:** Delhi, Agra, Fatehpur Sikri.

**Sikh:** Patna, Nanded, Golden Temple (Amritsar) Hemkund Sahib (Uttarakhand).

### **Unit- IV Socio-Cultural Resource:**

Socio cultural resources - Important fairs and festivals with case studies of Kumbha Mela, Dussehra, Onam, Puri Rath Yatra- & Chhath.

### **Unit - V: Hill Station & Coastal Destination:**

**Hill Station:** Study of Hill Station attractions and their environs with case studies of Mussoorie, Nainital, Shimla, Manali and Ooty.

**Beaches:** Beaches and Islands: Beaches in Goa, Kerala, Andaman & Nicobar Islands.

**Suggested Readings:**

- Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002)
- Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2001)
- Oki Morihiro, Fairs and Festivals, World Friendship Association, Tokyo, 1988.
- Mitra, Devla, Buddhist Architecture, Calcutta.
- Michell, George, Monuments of India, Vol. 1. London.
- Tourists Resource of India- Ram Acharya.
- Tourists Resources of India- Ratandeeep Singh.
- Tourists Resources of India-Jagmohan Negi.
- Himachal Pradesh, The Land, the people by S.S. Negi

## ENVIRONMENTAL SCIENCE (MTTM-AEC 105)

### Course Objectives:

1. The module of this paper is to understand the basic principles of environmental science and the interconnectedness of natural systems that plays a role to develop an awareness of the impact of human activities on the environment.
2. Analyze the interrelationship between living organism and environment.
3. Understand the importance of environment by assessing its impact on the human world.

**Course Outcomes:** After studying this paper, students will able to

CO 1. Show a basic understanding of the principles of environmental science, including ecology, geology, climatology, and sustainability.

CO 2. Develop an understanding of how natural systems and human activities interact and impact the environment.

CO 3. Discover knowledge in ecological perspective and value of environment.

### Unit- 1: Introduction to environmental studies and Ecosystem

Multidisciplinary nature of environmental studies; Scope and importance; Need for public awareness; What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems:a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).

### Unit-2: Natural Resources: Renewable & Non-renewable Resources

Land resources and land use change; Land degradation, soil erosion and desertification; Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations; Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state); Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

### Unit-3: Biodiversity & Conservation

Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots; India as a mega-biodiversity nation; Endangered and endemic species of India; Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity; Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

### Unit 4: Environmental Pollution, policies & practices

Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution; Nuclear hazards and human health risks; Solid waste management: Control measures of urban and industrial waste; Environmental Policies & Practices; Sustainability and sustainable development; Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture; Environment Laws: environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

**Suggested Readings:**

1. Bharucha, E. 2003, Textbook for Environmental Studies, University Grants Commission, New Delhi and Bharati Vidyapeeth Institute of Environmental Education and Research, Pune. 361.
2. Carson, Rachel. 1962. *Silent Spring* (Boston: Houghton Mifflin, 1962), Mariner Books, 2002.
3. Economy, Elizabeth. 2010. *The River Runs Black: The Environmental Challenge to China's Future*.
4. Gadgil, M. & Ramachandra, G. 1993. *This fissured land: an ecological history of India*. University of California Press.

## **Patanjal Yoga Darshan (MTTM-GE 106A)**

### **Course Objectives**

1. The objective of Patanjali Yoga Darshan (also known as Yoga Sutras of Patanjali) is to guide individuals towards attaining the state of Yoga, which is the union of the individual consciousness with the universal consciousness.
2. The text is based on the philosophy of Samkhya, which is one of the major school of Indian philosophy.
3. This course gives the knowledge about the traditional methods of yoga and about life.

**Course Outcomes:** After studying this paper, students will able to

CO 1. Express Yoga darshan and its main principles, become familiar with the main techniques of yoga prescribed in Yoga Darshan.

CO 2. Introduce yoga education, its principles and practices for holistic growth of students.

CO 3. To apply the knowledge of sutras in mental healing.

### **Unit 1: - Introduction of Yogasutra and Samadhi Pada - 1 (20 hours):**

Yoga Sutra :Introduction, Definition and Purpose of Yoga, Importance of Yoga Sutra as compared to other Yogic texts, Concept of *Chitta*, *Chitta Bhoomi*, *Chittavrittis* and their types, ChittaVritti Nidrodhopaya (*Abhyas- Vairagya*), *ChittaVikshep* (*Antaraya*), *Antarayabhava*, ChittaPrasadan and its helpers, The metaphysics of Sankhya darshana and its relation with Patanjali Yoga darshan.

### **Unit-2: - Samadhi Pada-II and Sadhan Pada (20 hours): -**

Ishwar: Swaroop, Pranava chanting and its results, Ashtanga Yoga - 1 (Bahirang Yoga- Yama, Niyam, Asana, Pranayama, Pratyahara), Importance and Relevance of Ashtanga Yoga and Kriya Yoga, Concept of Kriya Yoga, Describing *Klesha*, Measures of *Klesha* elimination, *Vivek Khyati*, *Chaturvyuhavaad*, the character of *Drishta & Drishya*, , the form and types of samadhi - *samprajnata*, *asamprajnata*, *sabijand nirvij* samadhi. *Ritambhara Pragya* and *Adhyatma Prasad*.

### **Unit 3: - Vibhuti Pada - (10 hours)**

Ashtanga Yoga - II (*Antaranga* Yoga - Dharna, Dhyana, Samadhi), Concept of *Sanyama* - *Sanyama* and its three consequences, Concept of *Vibhuti* and introduction of main vibhutis, Describing Ashtasiddhi .

### **Unit-4: - Kaivalya Pada (10 hours); -**

Five types of Siddhis (birth, medicine, mantra, penance and samadhija), Nirmaanchitta. Types of Karma, *Vaasna*, *Vivek Gyan*, *Dharma Megha Samadhi*, *Kaivalya*



**Prescribed text book**

योग दर्शनम् - स्वामी रामदेव, दिव्य प्रकाशन, पतंजलि योग पीठ, हरिद्वार

दर्शन प्रवेशदिव्य प्रकाशन-, पतंजलि योग पीठ, हरिद्वार

सहायक पुस्तक -

भोज वृत्ति

योगदर्शनम्-गीताप्रेस

**BOOKS FOR REFERENCE**

BKS Iyengar: Introduction of Patanjali Yogasutra-s: 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.

## **Fundamentals of Yoga (MTTM-GE 106B)**

### **Course Objectives:**

1. The objective of a Fundamentals of Yoga course is to introduce students to the foundational principles and practices of yoga.
2. The course aims to provide students with a comprehensive understanding of the various aspects of yoga, including its history, philosophy, and physical and mental practices.
- 3 This aims to express the knowledge about the basic concepts about yoga.

**Course Outcomes:** After completion of this course, students shall be able to:

CO 1. learn and introduce Yoga and its main streams become familiar with the nature of yoga in various texts of Indian knowledge tradition and get acquainted with the history of yoga and its basis.

CO 2. Motivate and inspire the students to create deep interest in Yoga, to develop broad and blanced knowledge and understanding of Yogic concepts, principles and practices.

CO 3. Demonstrate the basic knowledge about yoga.

### **Unit-1: General Introduction to Yoga**

Origin of Yoga, Psychological basis for origin of Yoga, History and development of Yoga (Vedic period, Darshan period, Commentary period, Bhakti Yoga and Hatha Yoga period, Modern period), Etymological meaning and definition of Yoga, Purpose of yoga, Current misconceptions regarding yoga, Major principles of yoga, Yoga practices for healthy life, Importance of yoga in present age.

### **Unit - 2: Basis of Yoga and Tradition of Yoga - I**

General introduction of Vedas, Upanishads and Ayurveda in yogic context, General introduction of Samkhya, Yoga and Vedanta philosophy (in yogic context), General introduction of Bhagavadgita (in yogic context), General introduction of Puranas (in yogic context), Yoga in YogVashishtha and Narada Bhakti Sutra, Brief Introduction to Yoga in Jain Philosophy and Buddhist Philosophy, Bhakti Yoga of Medieval Saints (Kabir, Nanak and Sufism)

### **Unit - 3: Basis of Yoga and Tradition of Yoga - II**

General introduction of Tantra and its currents (Shaiva, Shakta, Vaishnava, Buddhist Tantra), Concept of Shiva and Shakti, Yoga in Shaivite and Shakta Tantras, Concept of Nadi and Prana, Kundalini, Kundalini Shakti and Shatchakra Sadhana, Impact of Tantra in Hatha Yoga Tradition and Sadhana.

### **Unit - 4: Major Streams of Yoga**

Concepts of major streams of yoga and introduction of their limbs with the effects - Gyan Yoga, Bhakti Yoga, Karma Yoga, Ashtanga Yoga, Kriya Yoga, Hatha Yoga and Mantra Yoga.

### **Unit - 5: Introduction to Renowned Yogis**

Introduction (life & works) of the great yogis of India - Maharishi Patanjali, **Maharishi Vyas**, Maharishi Kapil Muni, Adi Shankaracharya, Maharishi Dayanand Saraswati, Swami Vivekananda, Maharishi Arvind, Swami Kuvalayananda, Maharishi Raman, Yogarishi Swami Ramdev

### **Prescribed text book**

1. योग दर्शनम- स्वामी रामदेव, दिव्य प्रकाशन, पतंजलि योगपीठ, हरिद्वार
2. दर्शन प्रवेश- दिव्य प्रकाशन, पतंजलि योगपीठ, हरिद्वार
3. योग के मूलभूत सिद्धांत - आचार्य बाल कृष्ण जी. दिव्य प्रकाशन, पतंजलि योगपीठ हरिद्वार
4. गीता रहस्य (निर्धारितपाठ्यांश)- लोकमान्य तिलक
5. भारत के महानयोगी- विश्वनाथ मुखर्जी
6. तंत्रदर्शन - स्वामी निरंजनानंद परमहंस - पंचदशनाम अलखबाड़ा, देवघर, बिहार
7. Sharma, Chandradhar : A Critical Survey of Indian Philosophy. Motilal Banarasi das, Delhi,2013

### **BOOKS FOR REFERENCES:**

1. Agarwal MM: Six systems of Indian Philosophy, Chowkhambha Vidya Bhawan, varanai, 2010
2. Swami Bhuteshananda: Nararad Bhakti Sutra, Advaita Ashrama Publication-Dept. Kolkata, II Edition,2009
3. Hiriyanam :Outlines of Indian Philosophy, Motilal Banarsidas, Delhi, 2009
4. Bhat, Krishnak.:The Power of Yoga: SuYoga Publications Mangalore,2006
5. Swami Prabhavananda : Spiritual Heritage of India(English). Sri Ramkrishna Math, Madras,2004
6. Swami Vivekananda: Jnana Yoga, Bhakti Yoga, Karma Yoga, Raja Yoga. Advaita Ashrama, Calcutta,2000
7. Pandit, M.P. : Introduction to Upanishads: Theosophical Society of India, Adyar, Madras, 1976
8. Dasgupta,S.N. : Hindu Mysticism, Motilal Banarasidass, Delhi1927
9. A Search in Mystic India - Paul Brunton

**BOOKS FOR REFERENCES:**

1. Agarwal MM: Six systems of Indian Philosophy, Chowkhambha Vidya Bhawan, varanai, 2010
2. Swami Bhuteshananda: Nararad Bhakti Sutra, Advaita Ashrama Publication-Dept. Kolkata, II Edition,2009
3. Hiriyanam :Outlines of Indian Philosophy, Motilal Banarsidas, Delhi, 2009
4. Bhat, Krishnak.:The Power of Yoga: SuYoga Publications Mangalore,2006
5. Swami Prabhavananda : Spiritual Heritage of India(English). Sri Ramkrishna Math, Madras,2004
6. Swami Vivekananda: Jnana Yoga, Bhakti Yoga, Karma Yoga, Raja Yoga. Advaita Ashrama, Calcutta,2000
7. Pandit, M.P. : Introduction to Upanishads: Theosophical Society of India, Adyar, Madras, 1976
8. Dasgupta,S.N. : Hindu Mysticism, Motilal Banarasidass, Delhi1927
9. A Search in Mystic India - Paul Brunton

## **Principles of Vocal Music (MTTM-EC 107A)**

### **Course Objectives:**

1. The objective of a Principles of Vocal Music course is to provide students with a comprehensive understanding of the principles and techniques of vocal music.
2. The course aims to teach students how to develop their vocal abilities, including proper breathing, intonation, phrasing, and expression, and how to apply these skills to a variety of musical styles.
3. Basic vocal culture, learning simple compositions in the prescribed ragas and having a basic understanding of tala and laya are the areas of focus for this course.

**Course Outcomes:** After studying this paper, students will be able to

CO 1. Build the history and evolution of vocal music.

CO 2. Develop the different styles, genres, and forms, etc which further develop their understanding the basic principles of vocal music, that leads experience in performing solo and in a group.

CO 3. Identify nuances of Raga sangeet.

CO 4. Apply sing basic composition in prescribed ragas.

**UNIT- I Definitions :-** Sangeet, Dhvani , Nada , Swara , Saptak , Alankar, Laya , Sama, Taal , Vadi, Samvadi , Vivadi , Anuvadi, Aroh , Avroh , Pakad, Khayal , Sthai , Antra, Thaata & its Names , Raag, Alaap, Jaati , Bhajan, Lokgeet, Lakshan Geet , Thumri. Brief Parichay of Raag Bhairav.

**UNIT- II** Origin of Sangeet , Origin of Sound, Twenty Alankars According to Kramik Pustak Malika, Swarlipi Paddhati of Vishnu Narayan Bhatkhande & Vishnu Digambar Palushkar , Relation Between Life & Music, UOP (Koolgeet, Yagya Prarthna ) , Five Swastivachan Mantra Two Patriotic Song , Three Arya Samaj Bhajan, Biography of Musician Tansen.

**UNIT- III -** Practice of Twelve Swar in Saptak, Practice of om in Khadaj swar, Twenty Alakaarr according to Kramik pustak Malika-I, Practice of one Chota Khyal in Raag Bhairav in Madhya Laya. Two Taan in Raag Bhairav.

**UNIT-IV-** Practice of Koolgeet, Yagya Prarthna, Five Swastivachan Mantra, Two Patriotic Song, Three Arya Samaj Bhajan with two Sargam each in Related Bhajan, One Hori Song.

### **Recommended Books**

1. S.S. Paranjape - Bhartiya Sangeet Ka Itihasa
2. S.S. Paranjape - Sangeet Bodh
3. V.N. Bhatkhande - Bhatkhande Sangeet Shastra Part-I-II
5. Swami Prajnananda - Historical Study of Indian Music
6. Lalit Kishore Singh - Dhvani Aur Sangeet
7. Govind Rao Rajurkar - Sangeet Shastra Parag
8. Dr. Swatantra Sharma - Fundamentals of Indian Music
9. Dr. Pannalal Madan - Sangeet Shastra Vigyan
10. 10.Dr. Indrani Chkravarti – Sangeet Manjusha

## **INTRODUCTION TO PHYSICAL EDUCATION (MTTM-EC 107B)**

### **Course Objectives:**

1. Introduction to Physical Education subject provides an overview of the field of physical education and sports.
2. The course introduces students to the historical and philosophical foundations of physical education, as well as the scientific principles that underlie human movement and physical activity.
3. Students will learn about the benefits of physical activity for overall health and wellness and will gain an appreciation for the social and cultural contexts in which physical activity takes place.

**Course Outcomes:** After studying this course student will be able to

Co 1. Gain knowledge of the basic anatomy and physiology of the human body, including how it relates to physical activity and fitness.

Co 2. Develop an understanding of the historical and philosophical foundations of physical education and also understands the principles of biomechanics and motor learning and how they relate to movement and skill development.

Co. 3. Apply physiological and biomechanical concepts related to skilful movement, movement patterns, motor development and motor learning, biomechanics and developmental readiness to learn.

### **Unit-I Introduction:**

1. Definition, aim and objectives of Physical Education.
2. Principles of Physical Education.
3. Relationship of Physical Education with general education.
4. Misconception, regarding Physical Education.
5. Personality development of an individual.

### **Unit-II Philosophical aspect of Physical Education**

1. Meaning of Philosophy.
2. Different philosophies applied to Physical Education:
  - a. Idealism.
  - b. Pragmatism.
  - c. Realism.
  - d. Naturalism.
  - e. Existentialism.
3. Need and importance of different philosophies in modern Physical Education program.

### **Unit-III            Biological Concept of Physical Education:**

1. Biological principles of Physical Education.
  - a. Growth and development.
  - b. Heredity and environment.
  - c. Somatotypes.
  - d. Sex differences.
  - e. Use, disuse and over use.
  - f. Chronological, physiological and anatomical ages

### **Unit-IV            Emerging Trends in Physical Education**

1. Career opportunities in Physical Education and Sports:
  - a. As a Physical Education teacher.
  - b. Coach / trainee.
  - c. Gym instructor.
  - d. Physiotherapist.
  - e. Psychologist.
  - f. Dietitian.
  - g. Sports administrator/manager
  - h. Rehabilitator
2. Adventure Sports
3. Water Sports
4. Worldwide therapeutic acceptance of Yoga
5. Fast growing professional in sports

### **Reference Books:**

1. Kamlesh M.L., "Physical Education, Facts and foundations", Faridabad P.B. Publications.
2. Barrow Harold M., "Man and movements principles of Physical Education", 1978.
3. Ravanes R.S., "Foundation of Physical Education", Houghton Millin Co. Boston USA (1978)
4. Krishana Murthy V. and Paramesara Ram, N. "Educational Dimensions of Physical Education", 2<sup>nd</sup> Revised edition, Print India, New Delhi 1990.
5. Singh Ajmer et.al., "Essentials of Physical Education", Kalyani Publishers Ludhiana Second revised Addition 2008.
6. Deleh V.A., "World History of Physical Education", prentice Hall Inc.



## **Travel Agency & Tour Operations (MTTM CT-201)**

### **Course Objectives:**

1. The students will understand the conceptual meaning and differentiation between Travel agency and Tour operation. Further they will understand formalities and documentation needed to set up these units.
2. Organize the services being provided to the customer, such as transportation and accommodation.
3. Understand various skills necessary for travel agency and tour operation business
4. Understand various travel terminology.
5. Acquire knowledge on documentation in travel industry.

**Course Outcomes:** After studying this paper, students will be able to

- CO 1. Explain the travel agencies can be defined as a sector that books, sells, and arranges travel, tour, and accommodation services provided by suppliers of the industry.
- CO 2. Interpret everything possible even with complicated dates.
- CO 3. Infer Some of primarily engaged in making travel arrangements and reservation services.
- CO 4. Outline the skills necessary to identify sales and marketing strategies for travel agencies

### **Unit - I : Travel Agency and Tour Operation business:**

Travel Agencies and Tour Operators- meaning, concept, types and importance Historical growth and development of travel agency and tour operation business. Linkages and integrations in travel agency and tour operation The future role of Travel intermediaries

### **Unit - II: Organizational structure and functions**

Organizational structure of travel agency and tour operator-main operational and managerial staff. Travel agency HR planning and job analysis of major positions Major functions of Travel agency and tour operators

### **Unit - III: How to Set Up a Travel Agency**

Procedure for approval of Travel Agents, Tour Operators by Department of Tourism, Government of India and IATA Ownership structure and revenue source of travel agency and tour operation fiscal and non-fiscal incentives available to travel agencies and tour operators business.

### **Unit - IV: Understanding the role of Government and other organizations in Travel Trade**

Role and contribution of Department of Tourism, Government of India, ITDC and State Government Travel Trade Associations and Organizations- Role and contribution of WTO, IATA, TAAI and IATO. Present business Trends and Future prospects of travel agencies and tour operators business.

**Unit - V: Case Studies**  
THOMAS COOK COX  
& KINGS ORBIT  
MAKEMYTRIP.COM

Note: The students will also go to any Travel Agency to understand its practical functions and role as per the industry standards.

**Suggested Readings:**

Holloway, J. c., The Business of Tourism (1983), Mac Donald and Evans, Plymouth. Syrratt

Gwenda, Manual of Travel Agency Practice, Butterworth Heinmann, London, 1995

Stevens Laurence, Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York. 1990

Gee, Chuck and Y. Makens, Professional Travel Agency Management, Prentice Hall, Nt.: York, 1990.

Mohinder Chand, Travel Agency Managment: An Introductory Text, Anmol Publications Pvt. Ltd. New Delhi, 2007.

Foster D.L. The Business Of Travel Agency Operations and Administration

## **Culture Heritage and Tourism (MTTM CT-202)**

### **Course objectives**

- 1.This module is important to study because India is rich in heritage properties and its maintenance is necessary.
- 2.This will help to understand the nature of heritage properties and conservation.
- 3.prevention and promotion of tribes and communities of the state.
- 4.It helps in studying traditional culture and preserve with modernity.

**Course Outcomes:** After studying this subject, students will able to

CO 1. Contrast of sustainable tourism is defined as “tourism that respects both local people and the travels.

CO 2. Translate the cultural heritage and the environment” It seeks to provide people with an exciting and knowledgeable fair.

CO 3. Supports culture and helps renewing tourism.

CO 4. Relate the strategies of many organizations regarding cultural heritage

### **Unit 1: Understanding Culture & Tourism**

Concept and Fundamentals of Indian Culture.

Culture – Tourism Relationship; Socio-Cultural Impacts of Tourism.

Spiritual basis of Indian culture

### **Unit-II: UNESCO Heritage Sites**

What is Heritage? Meaning and concept. Criteria for selection as heritage sites, monuments and zone by UNESCO (WHC). Types of heritage property. World famous heritage sites and monument in India and abroad.

### **Unit - III: Living Culture and Performing Art of India**

Major Fairs and festivals of India

Classical dances and Music of India

Indian handicrafts

### **Unit – IV: Heritage Management in India**

Heritage Management, objectives and strategies, Protection, Conservation and Preservation, Heritage Marketing, Destination development.

National and International Organisations engaged in Heritage Management (UNESCO, ICOMOS, ASI, INTACH and NGOs),

### **Unit – V: Museums**

Museums, Concept and classification. (National Museum, New Delhi; Bharat Kala Bhawan, Varanasi; Archaeological Museum, Sarnath, etc.), Heritage Hotels.

**Suggested Readings:**

- Allchin, B., Allchin, F.R. et al. (1989) Conservation of Indian Heritage, Cosmo Publishers, New Delhi.
- New Inskip, Edward, Tourism Planning: An Integrated and Sustainable Development Approach (1991) VNR, New York.
- Ashworth, G. J. (2000), The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford
- UNESCO-IUCN (1992) Eds. Masterworks of Man and Nature, Pantoga, Australia.
- IATA Special Mail Manual.

## **Transport Management (MTTM-CT 203)**

### **Course Objectives:**

1. Transport is a vital component of the travel and tourism industry.
2. It becomes imperative for the students of tourism to learn about different modes of transportation and modern world.
3. It is the most important accessibility in terms of exploring world.
4. Promotes social cohesion, accelerate economic prosperity and insure security and territorial integrity.

**Course Outcomes:** After studying this paper, students will be able to

- CO 1. Demonstrate Transport helps people to move from tourist generating area to tourist destination area.
- CO 2. Elaborate different modes of transport like road transport, rail transport, water transport and air transport.
- CO 3. Get the knowledge about transport management in tourism.
- CO 4. Shape cities, promoting community and enhance quality of tourism

### **Unit-I: Transport and Tourism**

Transportation as dynamic & visual manifestation of tourism. History of different modes of transportation. Landmarks in the development of transport sector and factors affecting the development of different modes of transport.

### **Unit-II: Air Transport**

Airlines & tourism: history of airlines' in India. Role and contribution of air India, Indian Airlines, private airlines & helicopter services. Infrastructural basis of airlines in India. Role of airlines in tourism promotion: recent policies regarding airlines, problems of airlines business.

### **Unit-III: Surface Transport**

Surface transport & tourism: Growth and development of surface transport in India. Importance of surface transportation. Infrastructural basis for surface transport. Coaches & car rental system in India. Problems faced by surface transport sector. Role and contribution of NHAI.

### **Unit-IV: Railway Transport**

Railway & tourism: history & present status of Indian railway. Zonal distribution, infrastructural basis of Indian Railway. Role of Indian railway in tourism promotion. Special trains & packages for tourists. Problems faced by Indian railway.

### **Unit-V: Water Transport**

Water transport: history & present status of water transport. Waterways of India. Types of water transport: Ocean liners, Cruise liners, ferries, hovercraft, river and canal boats and fly cruise.

**References:**

1. Ahmad Aizaz: 'General Geography of India, NCERT, New Delhi.
2. National Atlas of India, Govt. of India, Publication Calcutta.
3. Atlas of World Oxford.
4. Singh, R.L.(ed) India: A Regional Geography National Geographical Society of India (Varanasi 1989)
5. India year book, Publication Division, Govt. of India, New Delhi.
6. Aggarwal Surinder : 'Travel Agency Management', communication India, New Delhi.
7. Hannel Christine, Robert Harshman and Grahan Draper- Travel and Tourism :A world regional geography , john Wiley and Sons, New York
8. Hurst, Elist, 'Transporation Geography' McGraw Hill, New York
9. OAG Airlines time table
10. OAG Cruise lines time table
11. Indian Railway Time table

## **Major Destinations of World (MTTM CT 204)**

### **Course Objectives:**

1. Though there are so many tourist destinations in the world, there are few most famous among them. The primary objective is to explore the major popular destinations of the world.
2. It is worthwhile to know the tourist products in the lights of their main attractions, existing infrastructure facilities, linkages etc.
3. To study the destinations of whole world which is changing in to a global village and outbound tourism from India is growing at a very fast pace.

**Course Outcomes:** After studying this paper, students will able to

- CO 1. Illustrate the different tropical region, natural sites, historical heritage, and accommodation with cultural hospitality.
- CO 2. Compare world that tells about major destination business around the world.
- CO 3. studies about destination under UNESCO.

**Unit-I Main Destination of Asia and Pacific Region:-** Tokyo, Singapore, Dubai, Thailand, Malaysia.

**Unit-II Main Destination of Europe:** - London, Paris, Madrid, Athens.

**Unit-III Main Destinations of Africa:** - Cairo, Cape Town and Johannes berg, Mauritius, Nairobi.

**Unit -IV Main Destinations of Americas:-** New York, Los Angles, Montreal, Rio de Janeiro, San Fransico.

**Unit -V Other Destinations:-** Sydney, Fiji, Wellington, Buenos Aires.

### **References:**

- Ahmad, Aizaz: General Geography of India, NCERT, New Delhi
- Goh Cheong Long: An Economics Atlas of India, Oxford University.
- World Atlas , Oxford press.
- Singh, R.L. (ed) India: A Regional Geography National Geographical Society of India, Varanasi, 1989.
- Manorama Year Book 2012
- Indian Year Book 2012, Publication Division, Govt. of India, New Delhi
- Tourism Planner.
- Tour Brochures of related places.
- Lonely Planet-India and related destinations.
- Kumar Ravi Bhushan: Coastal Tourism and Environment, AOH Publishing Corporation, New Delhi.
- Websites of related destinations.

## **Basic Computer Applications (MTTM SEC 205)**

### **Course Objectives:**

1. This module is to inform the students about the role of Computer Information systems in travel trade.
2. The prescribed unit enhance the skills of students especially when they will be attached for practical.
3. This course provides the knowledge of basics computers.

**Course Outcomes:** After studying this paper, students will able to

CO 1. Demonstrate the term Application refers to Software which is a set of instructions or code written in a program for executing a task or an operation in a Computer.

CO 2. Extent applications play a vital role in a Computer as it is an end-user program that enables the users to do many things in a system.

CO 3. Explain the basic rules of computer science.

### **UNIT-I: Computer System**

Introduction to Computers, Characteristics of computers, Applications of computers, Different units of computer, Component of computers, Input / Output and auxiliary storage Devices. CD/DVD ROM, RAM, ROM.

### **UNIT-II : Windows & MS Office**

Introduction to windows MS –Office: MS Word, MS Excel, MS Power Point.

### **UNIT – III :Network and Communication**

Networking: Concept, User, Types, Devices Used, LAN, MAN, WAN.

Basic Communication Components: Modems, Routers, Client, Server, Communication processors, Host Computers, Types of Transmission.

### **UNIT – IV: Internet**

Internet: Concept, uses, components, browsing, Search Engines, E-mail: Opening Account. Internet. Information and Communication Technology (ICT) ICT: need definition, its uses for tourism, and future role.

### **UNIT – V: Hotel & Travel Software:**

What is CRS, How it functions. CRS for Rail Transport, Hotel Bookings, Airlines: Different packages used: Amadeus, Galileo, Sabre etc.



**REFERENCES:**

1. Leon Alexis and Mathews Leon: Introduction to Computers, Vikas Publishing House Pvt Ltd. New Delhi
2. Bhatnagar S C and Ramani K V: Computers and information management. A Primer for Practicing Managers, New Delhi, Prentice Hall of India Pvt. Ltd.
3. Bansundara, S: Computer Today.
4. Goel Ritender and D N Kakkar: Computer Application in Management, New Age International Publishers, New Delhi.
5. Jaggi V P and Jain Sushma: Computers for Every one, New Delhi, Academic India Publishers.
6. Simpson Alan: Your First Computers (2nd Edition) New Delhi-BPB Publications.
7. Saxena S: and Prabhpreet Chopra: Cumputer Applications in Management, Vikas Publishing house Pvt. Ltd. New Delhi.
8. Saxena S: MS Office2000 for Everyone Vikas Publishing house Pvt. Ltd. New Delhi.
9. Internet Sites and resources.

## Principles of Hath Yoga (MTTM GE 206A)

### Course Objectives:

1. The objective of this course, is gaining and get to know the fundamental principles of Hath Yoga.
2. To show Hath Yoga as a tradition and inculcate the essence and to get acquainted with the tradition, history.
3. To study its components and modern-day relevance of Hath yoga.
4. To awaken the dormant energy (SHAKTI) of Shiva that animates the subtle body but is concealed behind the grime.

**Course Outcomes:** After studying this paper, students will able to

CO 1. Rephrase the meaning and origin of Hatha Yoga originates from Raja Yoga.

CO 2. Classify about Hatha Yoga has grown in popularity in the West as a form of exercise that develops strength, flexibility, bodily relaxation, and mental concentration.

CO 3. Compare the better sleep, strengthening core muscles, improving depression symptoms, and helping with stress management.

### Unit-1: General Introduction to Hatha Yoga

Hatha Yoga - Meaning, Definition, Origin, Tradition and Purpose. Prevailing misconceptions regarding Hatha Yoga. Helping and obstructing elements of Hatha Yoga. The Hatha Yogic practice described in Hathayogapradipika. Concept of Math, Manuals for the practitioner of Hatha Yoga, Concept of Mitahar, Pathya&Apathya. Tradition of Hatha Yoga. A brief introduction and contribution of the major yogis of the Nath Yoga tradition. Relations in Hatha Yoga and Raja Yoga.

### Unit-2: Practices of Hatha Yoga - Purification and Asanas

Introduction to purification practices - Purification actions described in Hatha Yoga Pradipika and Gherand Samhita and their method, benefits and precautions. The role of purification practices in yogasadhana and the importance of purification practices in modern life. Yogasana: Definition, characteristics and importance in yoga practice. Method, benefits, precautions and importance of aasanas in Hatha Yoga Pradipika and Gherand Samhita.

### Unit-3: Practices of Hatha Yoga - Pranayama, Bandha and Mudras

*Pranayama* : Introduction. Method of Proper Respiration, Yogic Deep Breathing. Concept of Inhale (*Purak*), Retention (*Kumbhak*) and Exhale (*Rechak*). Prana, types of prana and sub-prana. Importance of Pranayama in *Hatha Yoga Sadhana*. Method and importance of *Nadishodhana* Pranayama. Preparation for Pranayama. Method, benefits and precautions of Pranayamas in Hatha Yoga Pradipika and Gherand Samhita. Signs of *Hathasiddhi* (success in hathyoga). Bandha :introduction, the importance of bandha-triad in yogasadhana. Main *mudras* in Hatha Yoga Pradipika and Gherand Samhita - their methods, benefits and precautions.

**Unit-4: Practices of Hatha Yoga - Pratyahar, Nadanusandhana and Swarodaya Gyan** Pratyahara, Dharna and Dhyana in Gherand Samhita, their methods, benefits and precautions. Samadhi, signs of samadhi in Hatha Yoga Pradipika. Nāda, the four stages of Nadānusandhana and their accomplishments (siddhis). Concept of Swara, the importance of Swarodaya Gyan in Yoga Sadhana (with special reference to Gyan Swarodaya and Shiva Swarodaya).

**Unit-5: Introduction and Importance of Major Texts of Hatha Yoga**

Introduction, Purpose and Importance of major texts of Hatha Yoga: Siddha-Siddhantha Paddhati, Goraksha Samhita, Shiva Samhita, Hatha Yoga Pradipika, Gherand Samhita. Hatha Ratnavali: Main applications of hatha yogic activities- preparation of Raja Yoga Practice, achieving holistic health, prevention of diseases, rejuvenation, healing and slow aging.

**Prescribed text books**

1. हठयोगप्रदीपिका - कैवल्यधाम, लोनावला
2. घेरंडसंहिता - कैवल्यधाम, लोनावला
3. गोरक्षसंहिता - डॉ. चमनलालगौतम (1985)
4. प्राणायामरहस्य - स्वामीरामदेव, दिव्यप्रकाशन, पतंजलियोगपीठ, हरिद्वार
5. Research Publication, P.R.I. Patanjali Yogpeeth

**BOOKS FOR REFERENCE:**

1. Woodroffe, Sir John: The serpent power, Ganesh & Company, Madras, 2000
2. Woods, J.H. : The Yogasystem of Patanjali, M.L.B.D., Delhi, 1988
3. Swami Vivekananda: Rajayoga, Advaita Ashram, Culcutta, 2000
4. Burley, Mikel: Hatha Yoga, Its Context Theory and Practice (M.L.B.D. Delhi, 2000)
5. Burnier, Radha: Hatha yoga Pradipika of Svatmarama, The Adyar Library publications, Chennai

## **Yoga Psychology (MTTM GE 206B)**

### **Course Objectives:**

1. After the completion of this course, students shall be able to become familiar with the relation between ancient yoga & modern psychology.
2. Finds the key elements of psychology in Yogic texts, incorporate the techniques of yoga & psychology together to cure mental problems.

**Course Outcomes:** After studying this paper, students will be able to

CO1. Explain Yoga psychology is both a positive and a normative science.

CO 2. Interpret it not only analyses human personality and its growth, but sets normative ideals and prescribes techniques to achieve such objectives.

CO 3. Know about different ways of yoga psychology.

### **Unit-1 Introduction to Psychology**

Psychology - word meaning, definition, nature, scope and utility of Psychology. Goals and branches of Psychology, concept of Psyche in Vedic literature (Ved, Upnishad, Shankhya, Vedant). Behaviour and Consciousness, states of consciousness according to yogic scriptures (Jagrata, svapna, susupti and Turiya).

### **Unit-2 Yogic Insights on Psychological Concepts**

Yogic and Psychological concept of Emotion. Causes of Emotions in the mind according to yoga texts, Physiology of Emotion (Psychological concept), Concept of Personality in Yogic and Psychological Context, types of Personality and personality assessment.

### **Unit-3 Mental Process and Behaviour**

Sensation and Perception (their process and affecting factors), Memory (meaning, definitions, types and affecting factors), disorder related to memory loss (amnesia Alzheimer's and their treatment), Psychologic methods to improve memory, Attention (meaning, types and determinants), yogic techniques to improve attention.

### **Unit-4 Intelligence and Mental Deficiency**

Meaning and definitions of intelligence, types of intelligence (Mental, emotional, social and spiritual intelligence), Mental deficiency: meaning and its types, causes of mental deficiency and treatment process to cure mental deficiency through Yoga.

### **Unit-5 Yogic counselling and Personality development**

Concept of counseling, skills of counseling, code of ethics for lay counselors, building counselling relationship (factors that influence the counseling process), building yogic rapport and efficient communication, acceptance, empathy and solving the problems with yogic wisdom.

### **TEXTBOOKS**

1. Abhedananda: The Yoga Psychology, RamakrishnaVedanta Math, Calcutta, 1973.
2. Sachdev, I.P. Yogaand Depth Psychology (Motilal Banarsi dass, Delhi, 1978)

## INTRODUCTION TO INSTRUMENTAL (MTTM-EC 207A)

### Course Objectives:

1. The main objective of the course is to aware students about the rich Indian culture of classical Music specially in the field of Indian Percussion & Non Percussion instruments.
2. The use of Laya and Taals in classical, light and folk music of India. It also gives the practical training to perform on stage with different Style of Indian Music.

**Course Outcomes:** After studying this course, students will able to:

CO 1. Adapt musical instrument as a device for producing a musical sound.

CO 2. Objects such as piano, guitar or drum that we use for playing music are known as musical instruments. Musical instruments are often simply called instruments.

CO 3. Know the different musical instruments and how to use them.

**UNIT- I-** Harmonium- Structural knowledge of Harmonium, Theoretical knowledge of Twelve Swar in Saptak

**UNIT- II-** Tabla – Structural knowledge of Tabla,  
Basic Definitions:- Mantra, Vibhayg, Laya, Sama, Khali, Writing knowledge of Taal:-  
Dadra, Kehrwa, Teentaal in Thah & Dugun.

**UNIT- III-** Harmonium- Practice of UOP Koolgeet, Yagya Prarthnas, five Swastivachan, One Patriotic song, Three Arya Samaj Bhajan.

**UNIT-IV-** Tabla – Two Kayda in Teental, Practice skill in Dadra and Kehrwa.

### Recommended Books:

1. V. N. Bhatkhande - Kramik Pustak Malika Part-I-II
2. V.R. Patvardhan - Rag Vigyan Part-I-III
3. Dr. Lalmani Mishra – Tantrinada
4. Prof. V.K. Aggarwal, Dr. Alka Nagpal – Sitar and its compositions Part – I & II
5. Prof. Anupam Mahajan – Compositions in Instrumental music (tradition and new creation)
6. Pt. Krishna Rao Shankar Pandit – Sitar Vadan Siksha
7. Pt. Krishna Rao Shankar Pandit – Sangeet Pravesh Part – I & II
8. Ragini Trivedi - Ragvibodha Mishrabani, Vol. I & II

## **BADMINTON SPORTS (MTTM-EC 207B)**

### **Course Objectives:**

1. Badminton is the world's fastest racquet sports played using racquets to hit shuttlecock across the net.
2. It is the second most popular sport in the world after football.
3. The objective of badminton sports is to understand the practical as well as theoretical aspects of the of this course.

**Course Outcomes:** After studying this paper, students will be able to

CO 1. Demonstrate increased tactical awareness and skill execution.

CO 2. Display improvements in consistency and accuracy of clears, drop shots, drives, smashes, backhands, net shots, and serves.

CO 3. Show an increase in length of rallies.

CO 4. Demonstrate improved court awareness skills and confidence in game play

### **Unit-I**

1. Origin and brief history of Badminton.
2. Development of Badminton in India and worldwide.
3. Establishment of national and international federations/associations of Badminton.
4. Major tournaments of Badminton.
5. Awards associated with Badminton.

### **Unit-II**

1. Measurements and marking of Badminton court.
2. Specifications of equipments related to Badminton.
3. Preparation and maintenance of Badminton court.
4. Officials, no. of officials and duties of officials in the game of Badminton.
5. Technical equipments for officiating.

### **Unit-III**

1. Fundamental skills of Badminton:
  - a) Holding (Grip) of the racket
  - b) Service
  - c) Smash
  - d) Drop
2. Lead-up games.
3. AAHPERD Youth Fitness Test.

## **Unit-IV**

1. Major rules and regulations of Badminton.
2. Important Signals in Badminton.
3. Knowledge of score sheet.
4. Related sports terminologies.
5. Eminent sports personalities associated with Badminton.

### **Reference Books:**

1. "Training Manual of Badminton", NSNIS, Patiala.
2. Grice, T. (2007), "Badminton : Steps to Success", 2<sup>nd</sup> Ed., Human Kinetics, USA.
3. Singh, M.K.(2006), "A to Z Badminton", Friends Publication, New Delhi.
4. Jain, D. (2001), "Teaching and Coaching Badminton", Khel Sahitya Kendra, New Delhi.
5. "Official Rule Book of Badminton", International Badminton Federation.

## **Hotel & Resort Management (MTTM CT 301)**

### **Course Objectives:**

1. This Module is prescribed to appraise students about the important departments of classified hotel.
2. To teach various aspects related to accommodation Industry.
3. To determine various departments according to guests needs and safety.

**Course Outcomes:** After studying this paper, students will be able to

CO 1. Extend The Hotel and Resort Management course is designed for students with a career interest in the lodging and resort industries.

CO 2. Outline these fields represent a wide range of businesses, from the small country inn or bed and breakfast to multinational chains of hotels and resorts.

CO 3. Interpret the students regarding different accommodations with their functions.

**Unit – I Origin and Expansion:** Conversion of Tavern; Inns, Chalets and places into hotels, creation of private, Public and multinational hotel chains in India. Regional, National and International Hotel Associations and their operation.

**Unit – II Departments of hotel:** Front Office, House Keeping, Food and Beverage, Personnel and Accounts. Role and functions of different departments.

**Unit – III Type and forms of Hotels:** Classification of hotel on basis of location, size, clientele and range of service, hotel plan, type of room etc.  
Star classification- Criteria and Procedure adopted in India.  
Resort Properties, Heritage Hotels- concept and emerging dimensions.

**Unit – IV Major Hotel Chain in India:**

Taj Group of Hotels  
Oberoi Hotels & Resorts  
Lalit Group of Hotels  
Ashok Group of Hotels

**Unit – V Resort Planning:** Preliminary Consideration in Resort Planning and Development and Phases of Resort Planning and Development. Trends and factors in Developed Tourist Markets leading to growth of Resort Concept. Factors affecting rate. Basic Elements of a Resort Complex: Lodging facilities, landscaping, Dining and drinking facilities, Family Oriented Services, shops and services, Entertainment; Use of Community Resources.

**Note:** The syllabus will be followed by an educational visit to any standard Hotel to understand and aware the basic functions and working of a Hotel.



**Suggested Readings:**

- Selected case studies from sterling, Delmia, Toshali and R.C.I. International will be managed from concerned organisations.
- Andrews, Sudhir : 1985, Hotel Front Office, Tata M C Graw – Hill, New Delhi.
- Andrews, Sudhir : Hotel House Keeping, Tata M C Graw – Hill, New Delhi.
- Andrews, Sudhir : (1991),Food and Beverage Service,Tata M C Graw–Hill, New Delhi.

## Tourism Policy & Planning (MTTM CT 302)

### Course Objectives:

- 1.The module will expose the students about the Tourism policy of India and of a few tourism states of the country.
- 2.To create jobs and entrepreneurial opportunities in the tourism sector and ensure the supply of a skilled labour pool.
- 3.To promote the destination trying to improve internal and external tourism demand.
4. To achieve international tourism growth and increase foreign currency income to support the balance of payments.

**Course Outcomes:** After studying this paper, students will able to

CO 1. To promote sustainable, responsible and inclusive tourism.

CO 2. Relate the policy and planning aims to promote sustainable tourism by minimizing the negative impact of tourism on social, environmental and economic aspects and maximizing the positive impact.

CO 3. outline the tourists to ensure about the propaganda tourism policy and planning.

**Unit – I Tourism Policy & Planning Framework:** Tourism Policy- meaning, relevance & salient feature. Tourism Planning- meaning, levels & types of tourism planning.

**Unit – II Tourism Policy:** Study of National Tourism Policy 1982 and 2002, National Action Plan on Tourism, 1992: Special Tourism Area Development Programme. The concept of National Tourism Board, National Committee on Tourism, Case study of tourism policies of a few states (Uttar Pradesh, Rajasthan, Kerala, Madhya Pradesh,). Investment opportunities and government policy for investment in hotel/tourism industry. Sources of funding.

**Unit – III Destination Planning:** Destination Mix- concept and components. Step and stage in Destination Planning. Tourism Project Feasibility Study.

**Unit – IV Approaches to Tourism Planning:** Eco-centric or environment approach of tourism planning. Community approach of tourism planning. Concept of Tourism Complex Planning & its relevance in India contex.

**Unit – V Tourism Policy & Planning:** Case Studies: Place of Tourism in India's Five Year Plan. Tourism Policy of india and contribution of NCT to this effect. Organizational structure of tourism in India at Central and State Level.

### Suggested Readings:

- New Inskip, Edward, Tourism Planning : An Integrated and Sustainable Development Approach ( 1991) VNR, New York.
- Ashworth, G. J. (2000), The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford
- Dept. of Tourism, GOI Investment Opportunities in Tourism (Brochure).
- Sharma, J. K. (2000), Tourism Development. Design for ecological sustainability, Kaniska Publication, New Delhi.

## Hospitality Services Management (MTTM DSE 303)

### Course Objectives:

1. The course aims to provide hospitality and services to the customers.
2. To provide the best service and a flawless experience to customers from start to finish.
3. Acquire the knowledge and skills required to plan, organise, and manage events, exhibitions and conferences.
4. Learn about the latest tendencies in business tourism and know how to manage and implement them.
5. Envelope management and leadership skills necessary to organise any type of professional event.

### Course Outcomes: After studying this subject, students will able to

CO 1. Compare the hospitality management involves all the tasks and aspects associated with managing a hospitality business.

CO 2. Extend these businesses focus on welcoming customers and providing them with pleasant experiences, whether through dining, lodging, events, entertainment, or travel.

CO 3. Learn how to organize meeting, conference and events.

CO 4. Learn how to convert MICE in Tourism product. Understand the economic benefits of MICE in tourism industry

CO 5. Translate Hotel and Hospitality Knowledge: Apply the knowledge of the hotel, hospitality and tourism, and a core area specialization to the solution of complex hotel management problems.

CO 6. Rephrase the functions of the Front Office Department with an understanding their operational processes.

### Unit-I : Hospitality: Meaning, Nature and Typologies

Defining Hospitality: Nature and its Meaning. Age old Institution of Hospitality with the Spirit of 'Atithi Devo Bhav' in India and its present status. Typology of Accommodation, Origin and growth of Hostel industry with special Reference to India., departments in Hotel & and their functions.

### Unit II

#### Room Division Management:

Different Sections of Front office and Housekeeping, Layout and Organization. Brief description of different software in Front office and different procedures in Housekeeping. Different modes and types of reservation. Types of rooms and rates offered in hotels. Grooming Standard for a professional in F.O and Housekeeping: and its coordination with other departments.

### Unit III

**Food Production:** Different Sections of Kitchen its Layout. Kitchen Organization chart. Methods of Cooking, Soups, Sauces, Brief description of cuisines of Punjab, Uttarakhand, Rajasthan.

#### **Unit IV**

**Food and Beverage Service:** Different section of F&B. Layout of Restaurants and Organization. Restaurant service and its Types. Menu Merchandising and French Classical menu. Menu planning.

#### **Unit V**

**Allied Departments:** Brief Description about Security, maintenance & engineering department, out sourcing of different services in hotels. Role of Technology in the Hospitality Industry. The Development of Technology in the Hospitality Industry.

#### **Suggested Readings:**

1. John R. Walker, *Introduction to Hospitality Management*: 3rd Edition Pearson, Prentice Hall, 2010
2. K. Arora, *Theory of Cookery*, Frank bros.
3. Vijay Dhawan, *Food and Beverage Service*; Frank bros Ltd. Publishers
4. S.K. Bhatnagar, *Front Office Management*; Frank bros Ltd. Publishers
5. G. Raghubalan, *Housekeeping operation and Management*; OUP India

## **Travel Formalities & Facilitation (MTTM DSE-304)**

### **Course objectives:**

1. Make an outline of Tourism industry that is growing at very fast pace. In India the outbound tourism and inbound tourism are also growing.
2. To study International tourism involves several types of formalities.
3. The students should know about such formalities, which are needed in the form of several documents.
4. In this course the students will learn about required documents in foreign travels.

**Course Outcomes:** After studying this paper, students will able to

CO 1. Mark the Travel Formalities: Passport, Visa, Health requirements, taxes, customs, currency, travel insurance, baggage and airport information.

CO 2. Illustrate this subject shed light on Travel Agency and Tour Operation Business: History, Growth, and present status of Travel Agency.

CO 3. Show the Immigration process according to different countries.

### **Unit- I**

#### **Preparing Passport**

Passport, requirements, checklists, types changes, procedure, tatkal scheme and fees, passport act and penalties under section 12(1)B, Online Application for Passport.

### **Unit- II**

**Rules and regulations about eligibility, quantum and documentation required for:** Travel Out of India: Foreign Exchange Management Act, Basic Travel Quota, Foreign Exchange for Business Visits, Travel Insurance Travelling Into India: Foreign Currency, Indian Currency, Process for Encashment of Foreign Currency, Travel Insurance.

### **Unit-III**

#### **Obtaining Visas**

Documents for obtaining visa of major tourist destinations of world including health check documents, Types of visa, visa fees, Refused of Pending Visas, Destination Departure Records.

### **Unit- IV**

#### **Visiting Tourist Destinations**

Tourist visa for New Zealand and Australia, Tourist visa for Europe, Tourist visa of USA & Canada

### **Unit- V**

#### **Airport & Airline Code**

IATA Codes: City, Airport & Airlines codes of India and world.

**Suggested Readings:**

- Websites of UK, USA, Canada and Australia
- Websites of Indian ministries and offices related to foreign exchange
- <http://passport.gov.in/pms/onlineRegistration.jsp>
- <http://passport.gov.in/>
- Galileo systems
- ABC & OAG Guide, TIM Air Tariff
- Visa formalities of different countries. (See websites of countries)

## **Adventure Tourism (MTTM DSE 305)**

### **Course Objectives:**

1. Memorize the concepts related to adventure tourism.
2. Explains the status of the adventure tourism market in India.
3. Illustrate the challenges, opportunities, and future prospects for adventure tourism in India.
4. Examine the various types of adventure sports in India
5. Evaluate the role of government and other stakeholders in adventure tourism.

**Course Outcomes:** After studying this paper, students will able to

CO 1. Relate the adventure tourism.

CO 2. Explain this type of tourism tourists do some adventures activities like as skydiving, hill climbing, scuba diving for their pleasure and fun purposes.

CO 3. Demonstrate the practical & theoretical aspects of Adventure Tourism.

### **Unit –I: Introduction:-**

Definition, Nature and scope of Adventure tourism: Adventure motives through the ages and their contribution to inventions, explorations and discoveries.

Adventure in the present context, contemporary trends in Adventure tourism. Geographical diversities and opportunities for A.T.in India. Potential and existing adventure tourism in different states. Planning and development perspective, major thrust areas, promotional steps taken by states and centres. Organization and institutions promoting Adventure Tourism in India.

### **Unit –II: Land based Adventure activities:-**

Mountaineering, Trekking, Rock climbing, skiing, skating; their necessary equipments, techniques and problems. Wildlife tourism: status of wildlife tourism, popular National parks and Wildlife sanctuaries.

### **Unit –III: Water based activities:-**

Water resources of India; rivers, sea and lakes. River reading, nature of white water, silent water and sea water. Rafting, Kayaking canoeing, yachting, water scooter, Hover craft. Surfing, SCUBA diving, under water activities, coastal activities. Places, organizations, equipments associated with above activities.

### **Unit-IV: Air based activities:-**

Air based activities, Atmosphere, seasons, wind pressure and wind movement in India. Hang gliding, Ballooning, Para jumping, Sky diving, Para sailing. Places, organizations and equipments associated with above activities.

### **References:-**

1. Ahmad Aizaz : ‘General Geography of India, NCERT, New Delhi
2. Goh Cheong long : An Economic Atlas of India, Oxford University
3. National Atlas of India, Govt. Of India Publication, Calcutta
4. Atlas of World Oxford
5. Singh, R.L.(ed) India : A Regional Geography National Geographical Society of India (Varansi 1989)
6. Manorama Year Book
7. Indian Year book, Publication Division, Govt. Of India, New Delhi
8. Aluwalia H.P.S. and Manfred Garner : Himalayas: A Practical Guide, Himalayan Books ( Delhi, 1985)

## **Airlines Ticketing (MTTM DSE-306)**

### **Course Objectives:**

1. This module is intended to prepare the students to enter a travel agency where he will be required to be well-versed with the modalities of air ticketing and the study of air transportation industry.
2. Certificated air carriers, the freight and passenger business, general aviation.
3. Economic impact of aviation, understanding of competition and government regulations, Ownership of airlines.
4. The cyclical nature of the airline business. Distribution of world passenger traffic, etc

**Course Outcomes:** After studying this paper, students will able to

CO 1. Interpret the Airline tickets are important documents that confirm a passenger has a seat on a flight.

CO 2. Summarize the ticket includes important information about the passenger and the flight that they will take.

CO 3. Infer the ticket is exchanged for a boarding pass during the check-in process, and this gives the passengers permission to board the plane from studying this subject.

CO 4. Compare the global world class aircraft manufactures and airport providers.

**Unit-I** Aviation Geography: IATA areas, sub areas, sub regions, Longitude, Latitude, time calculation: GMT variation, concept of standard time and daylight saving time, calculator of elapsed time, flying time and ground time, Global Indicators, Aviation Organisation: IATA & ICAO.

**Unit II** Air Transportation: Concept of Airlines, Domestic and international airlines in India, Private sector and government airlines, types of aircraft, the hub and spoke system, interline agreements, role of DGCA, critical remarks on air transport industry of India, policies, practices.

**Unit III** Understanding of various codes: ABC codes, looking up schedules, flight connections, transfer connections, looking TIM:- Passport, visa, special permits, customs formalities and currency regulations, health regulations and Airport tax, passenger needing special attention. Minimum connecting time, general rules of currency conversion and rounding up of fare, different modes of payments e.g. cash, credit card etc.

**Unit IV** Introduction to fare construction:- Definition and understanding of published fares, various types, normal, child fare, one way, return, excursion etc; commissions, discounts, MCO, PTA, HIP, BHC, looking up MPM, calculating TPM, determining the fare breakup point, surcharges, excess mileage table. Ticketing-Insurance of tickets, Normal, one way, return, round the world, excursion, circle trip, child, etc. Cancellation, reissue of tickets.

**Unit V** Documentation: Air way bill, charges correction advice, irregularity report, cargo manifesto, cargo transfer Manifesto, documents concerning postal mails and diplomatic mails. Shippers declaration for dangerous goods. Handling- Cargo capacity of Air and Ships. Cargo needing special attention, introduction to dangerous goods regulations. Some important Cargo companies.



**Suggested Readings:**

- Gupta S.K : International Airfare & Ticketing Methods & Technique UDH Publishers & Distributors (P) Ltd. New Delhi.
- Sinha P.C: Encyclopaedia of Tourism Management
- Jagmohan Negi: Travel Agency & Tour Operation Concepts & principle
- Galileo systems
- ABC World wide Airways Guide (Red & Blue)
- Air Tariff Book 1, Worldwide Fares.
- Air Tariff Book 1, Worldwide Rules, IT Fares etc.
- Air Tariff Book 1, World Wide Maximum Permitted Mileage
- Travel Information Manual ( TIM )
- IATA Ticketing Hand Book

## Communicative English (MTTM AEC 307)

### Course Objectives:

1. Communicative English is a course aimed at improving students' speaking, listening, reading and writing skills in English.
2. By taking this course, students not only improve their English language skills, but also gain confidence in communicating with others in a variety of settings.
3. To enable students to have analytical, critical and communicative mind.
4. To familiarize with different methods of communication.
5. To identify the barriers of communication.

**Course Outcomes:** After studying this paper, students will be able to

CO 1. Communicative English as a course offers the students to work on their communication skills and provides the students sufficient information about the General Phonology and the Phonology of English.

CO 2. Explore the various ways in which language functions while communicating.

CO 3. Get the knowledge about language English.

### UNIT -1

#### Communication:

Definitions and concept, Process of Communication. Elements of Communication steps/phases of Communication. Means, methods, mode of Communication. Verbal-oral-written communication. Nonverbal-sign language, Body Language. Flow of Communication: Formal/Informal. Barriers of Communication- Intrapersonal, interpersonal and organizational barriers. Recapitulation Linguistic Communication Patter of Communication, Group Discussion (GD), History of print Media in India.

### UNIT -2

**Grammar and usage:** Noun, Pronoun, Verb, modal, Tenses, Adjective, Adverb, Preposition, conjunction, Interjection, Rules of Translation, Punctuation, capitalization and Abbreviation, subject verb Agreement, Sentence correction rules, one word substitution, active and passive voice, direct and indirect speech, suffixes and prefixes, antonyms and synonyms, homophones and Homonyms, letters writing

#### Readings

Power of Communication: Skills to Build Trust, Inspire Loyalty, and Lead effectively, by Helio Fred Garcia, 2012

Pone Communicates, Few Connect: 'What the Most Effective People Do Differently, haC. Maxwell, 2010

Interviewing: A Programmed Approach to Effective Communication, by David Dans, Margaret T. Hearn, Max R. Uhlemann and Allen E. Ivey, 2010

Art and Science of Communication: Tools for Effective Communication in the place, by P. S. Perkins and Les Brown, 2008

Listening Effective Groups: The Art of Small Group Communication, by Randy Fujishin,

## Research Methodology (MTTM CT 401)

### Course Objectives:

1. The main objective of this course is to introduce the basic concepts in research methodology related to Management & Tourism.
2. This course addresses the issues inherent in selecting a research problem and discuss the techniques and tools to be employed in completing a research project.
3. This will also enable the students to prepare report writing and framing Research proposals.

**Course Outcomes:** After studying this paper, students will be able to

CO 1. contrast and comprehend the basics in research methodology and applying them in research/ project work.

CO 2. take up and implement a research project/ study.

CO 3. develop skills in qualitative and quantitative data analysis and presentation used in Research activities.

**Unit-I: Research:** meaning, characteristics, types and relevance of research; trend and challenges with special reference to tourism and hotel business. Research process. Identification and formulation of research problem. **Research methodology:** meaning and procedural guidelines. **Literature review** – Meaning, Importance and sources of literature

**Unit-II: Research design-** Meaning of research design; need for research design; features of a good Research design; different research designs. **Sampling design:** the concept of sampling; Aims of sampling, census versus sample survey; steps in sampling design; characteristics of a good sample design; criteria for selecting a sampling procedure; sampling techniques/methods: probability sampling and non-probability sampling.

**Unit-III: Measurement and scaling techniques-** Measurement in research; sources of Error in measurement; test of sound measurement; technique of developing measurement tools; measurement scales; meaning of scaling; bases of scales- classification, importance; scaling techniques-rating and ranking; types of scales.

**Unit-IV: Collection of Data-** nature, sources of data; methods of data collection. **Processing of data:** Classification and Tabulation, Interpretation of data.

**Unit-V: Report writing-** meaning functions; types of research report; significance of report writing report.

### Suggested Reading:

1. Research Methodology (Pearson Publication) by Ranjit Kumar
2. Management Research Methodology (Pearson Publication) by Krishnaswamy, Sivakumar & Mathirajan
3. Business Research Methods (Tata McGraw Hill Publication) by Cooper & Schindler
4. Research Methodology (New Age Publishers) by C.R. Kothari
5. Methods in Social Research (Surjeet Publications) by William J. Goode & Paul K. Hatt

## **Project Report/Dissertation/Internship (MTTM CP 402)**

### **Course Objectives:**

1. The main objective of this paper focuses on acquiring the tourism related resources from the industry experts based on primary and/or secondary analysis.
2. To collect the data available from outside sources such as stake holders and tourists can help the students in fulfilling the project's operations.
3. Connecting what the student has undergone till above semesters.
4. To build a harmony of theoretical and practical knowledge with actual work experience, in order to compliment field specific skills and learn new ones.

**Course Outcomes:** After undergone, this training/project, students will able to

CO 1. Analyse the current obstacles that are occurred in Tourism/Travel related business also they'll able to bring out certain solutions of the problem.

CO 2. Get an opportunity to test their interest in a particular career before permanent commitments are made.

CO 3. Develop skills in the application of theory to practical work situations.

CO 4. Develop skills and techniques directly applicable to their careers.

CO 5. Internships will increase a student's sense of responsibility and good work habits.

### **COURSE DETAIL**

Under this module each candidate will be assigned a Project/Dissertation topic related to the existing course curriculum. The candidate will work on the assigned topic for understanding the day to day functions and modules to meet the industry expectations. The work will be based on Primary and/or secondary data.

Instead of above, the candidate may also go for an internship in a recognised organisation. During the organisational work (internship period), each student is required to prepare practical report of day to day activities to be submitted for evaluation.

The students will have to submit the Project work / Dissertation / Internship after completion of their Job Training before Viva-voce examination.

As per the situations, the department will decide to assign Project/Dissertation or Internship, for the betterment of the students.

### **Viva – Voce**

The above will also followed by External Viva-Voce examination will be conducted on the basis of the Project/Dissertation/Internship undergone and other theory papers taught.

## **Marketing for Tourism Managers (MTTM-DSE-403)**

### **Course Objectives:**

1. The course includes the operation techniques of tourism marketing. The students are expected to attain a basic knowledge of marketing principals.
2. Study to suitability of alternative promotional approaches to and formulate marketing plans and promotional approaches to tourism and other related organizations.
3. It helps the learner to develop an understanding of the nature of different tourism products.
4. Provide insights into the process of developing and managing various tourism products enhance the knowledge of students about various tourism products of India.

**Course Outcomes:** By studying this course, students able to

CO 1. Demonstrate about tourism marketing is the collective name given to the various marketing strategies used by businesses within the tourism industry.

CO 2. Plan the hotels, understand and can identify tourism products that are associated with Marketing.

CO 3. Explain the central, peripheral services and public services in tourism product.

CO 4. Contrast the role of Indian architectural heritage in the tourism industry.

**Unit – I** Marketing: Core concepts in marketing; Needs, Wants, Demands, Products markets. Marketing management Philosophies-Production, Product, Selling, Marketing and societal perspectives. Economic importance of marketing.

**Unit –II** Analysis and selection of market: Measuring and forecasting tourism demand; Forecasting methods, Managing capacity and demand. Market segmentation and positioning (STP).

**Unit– III** Marketing Strategies: Developing marketing environment, Consumer buying behaviour, Competitive differentiation and competitive marketing strategies. New product development. product life cycle, Customer satisfaction and related strategies in internal and external marketing; Interactive and relationship marketing.

**Unit –IV** Planning marketing programs: Product and product strategies; Product line, Product mix Branding and packaging. Pricing considerations. Approaches and strategies. Distribution channels and strategies.

**Unit –V** Tourism Marketing: Service characteristics of tourism. Unique features of tourist demand and tourism product, Tourism marketing mix. Marketing of Tourism. Services: Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related services- Challenges and strategies.

**Suggested readings:**

- Kotler, Philip : Marketing Management & Hospitality and Tourism Marketing
- Sinha, P.C : Tourism marketing
- Vearne, Morrisson Alison: Hospitality marketing.
- Crough, Marketing Research for Managers.
- Singh Raghubir, Marketing and Consumer Behaviour. Patel, S.G., Modern Market Research, Himalaya Publishing

## Human Resource Management in Tourism (MTTM DSE 404)

### Course Objectives:

1. This course aims to develop the insight of the students regarding the various Human Resource Practices & concepts in Organizations with special reference to the Tourism Industry.
- 2 Effectively manage and plan key human resource functions within organizations.
3. Examine current issues, trends, practices, and processes in HRM.
4. Contribute to employee performance management and organizational effectiveness
5. Problem-solve human resource challenges.
6. Develop effective written and oral communication skills.

**Course Outcomes:** After studying this paper, students will able to

CO 1. Interpret products and services in tourism highly depend on quality human labour.

CO 2. Illustrate the task of human resources management to ensure high quality labour, and encourage it by motivation, education as well as with the possibility of career advancement to maximal efficient.

CO 3. Infer the contribute to employee performance management and organizational effectiveness

CO.4. Outline the problem-solve human resource challenges.

CO 5. Develop employability skills for the Canadian workplace.

### Unit- I

**Human Resource Management:** Concept & Definition, Objectives & Functions of HRM, Historical Evolution & Development of HRM, Need & Importance of HRM in Tourism industry, *Paradoxes in HRM*, Strategic HRM and *Human Capital Management*, Challenges to HRM in Tourism Industry.

### Unit- II

**Human Resource Planning:** Concept, Definition and Objectives of HRP, Process of Human Resources Planning, Factors affecting HRP, Barriers to HR Planning. Career Planning: Concept & Definition, Need for Career Planning in Tourism Industry.

### Unit –III

**Recruitment:-** Concept & Definition, Sources of Recruitment, Factors affecting Recruitment with special reference to Tourism Industry, *Recruitment Process*, Recent trends in Recruitment. Selection: Concept & definitions, Factors affecting Selection, *Selection Procedure*, *Barriers in Selection*. Training and Development in Tourism Industry, – Need & *Objectives of Training Stages in Training*, Methods of Training.

### Unit- IV

**Job Analysis-** Concept & Definition, Process of Job Analysis, Job description & Job specification, uses of job analysis. Job Evaluation: Concept & Definition, Methods of Job Evaluation, Performance appraisal in Tourism Industry- Objectives & Methods of Performance Appraisal, Potential Appraisal.

## **Unit –V**

Human Resource Development (HRD) –An Overview, Need, HRD process and outcomes, An overview of HRD practices: Trends; HRD in Service Industry: Importance and role of HRD in Service Sector, HRD in Tourism Sector.

### **Suggested Readings:**

1. Dale S Beach, *The Management of People at Work*, Macmillan Publishing Co, New York
2. Monopa A and Saiyadain M, *Personnel Management*, Tata Mc Graw Hill, New Delhi.
3. Micheal V. *Human Resource Management*, Himalayan Publishing Co, Delhi.
4. Tripathip C, *Personnel Management and Industrial Relations*, Sultan Chand & Sons.
5. Stone Lioyed and Leslie W.Rue, *Human Resource and Personnel Management*,  
Rochard D.Irwin



## **Financial Management in Tourism (MTTM DSE 405)**

### **Course Objectives:**

1. Financial Management is of utmost importance when the industry is poised to take a leap forward.
2. The course assumes greater significance for understanding the financial resources development, modernization syndrome in the field of tourism and travel industry.
3. To offer wide exposure to the students to handle issues in tourism related businesses professionally.

### **Course Outcomes:** After studying this course student will able to

CO 1. classify about the purpose of Tourism Finance to set criteria on which value-adding tourism projects should receive investment funding;

CO 2. evaluate a tourism organization's financial needs to better decide on what capital structure.

CO 3. show the access and appropriately disseminate accurate and detailed product knowledge and destination information about different types of tourist.

CO 3. translate the ongoing professional development strategies and plans to enhance industry knowledge and leadership skills for tourism industry sectors.

### **Unit- I Financial Management and planning Finance:**

Concept of Finance, Finance Functions, Meanings and Definitions of Financial Management; Evolution, Functions, Goals and Scope of Financial Management, Financial Planning-meaning, Steps in Financial Planning, and Factors Affecting Financial Planning, Time value of money: compounding and discounting techniques.

### **Unit -II Sources of Finance and Assessment of Requirements:**

Financial Needs & Sources of Finance of Tourism Business, Long-Term Sources of Finance-Equity shares- Features, Pros & Cons, Preference shares- Features, Pros & Cons, and Debentures - Features, Pros & Cons, Retained Earnings - Features, Pros & Cons, Public Deposits; Sources of short Term Finances.

### **Unit -III Capital structure and Financial Leverages:**

Capital structure –Meaning, Determination of Capital structure, Meaning of Financial Leverage, Types – Operating & Financial Leverage, Effects of Leverage, EBIT – EPS Analysis, Working capital Management- Meaning & Concept of Working Capital, Need for Working Capital, Operating Cycle, Components of Working Capital, Estimation of Working Capital in Tourism Business, Financing current assets in Travel Business

### **Unit- IV Dividend Policy & Capital Budgeting:**

Concept & meaning of Dividend, Different types of Dividend Policies (Theories/Approaches-irrelevance & relevance), Determinants of Dividend Policy, Significance of Dividend Policy;

Capital Budgeting-Nature, Scope, Capital Budgeting techniques- Traditional (ARR and Payback Period), Discounted /Time Adjusted Techniques (NPV Method, IRR Method, & Profitability Index)

## **Unit -V Financing of Tourism Projects**

Financing of Tourism Projects- National Financial Policies;

Tourism Finance corporation of India (T.F.C.I.) – Overview, Financial & Advisory Services offered by TFCI, Financing of Tourism Projects by TFCI, Financing by UNWTO, ITDC, MOT & JKTDC towards different projects. FDI in Tourism Sector in India, Case Studies of Financial Statements of: Thomas Cook, Yatra.com, Taj Group of Hotels, Oberoi Group of Hotels.

### **Suggested Readings:**

1. Banerjee P.: Fiscal Policy in India: Gyan Publishers Delhi 1986.
2. Horne J.V.: Financial Management and Policy
3. Kuchal S.C.: Financial Management
4. Pandey, I. M., Financial Management, Vikas Publishing House Pvt. Ltd., Noida, 2005, 9th Ed.
5. Khan, M.Y. and Jain, P.K., Financial management Text, Cases and Problems, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 2007
6. Chris Guilding *Financial Management for Hospitality Decision Makers* (Hospitality, Leisure and Tourism)

## **Strategic Tourism Management (MTTM DSE 406)**

### **Course Objectives:**

1. This course aims to develop the understanding of strategic vision, mission of the organization and to develop strategic insights among the students regarding the organizational Objectives.
2. To orient the students in theories and practices of Management so as to apply the acquired knowledge in actual business practices.
3. To teach managerial skills to aspiring manager or the trained managers who want to become more effective.
4. To focus on conceptual development in the area of planning, organizing, leading and controlling managerial functions.

**Course Outcomes:** After studying this paper, students will able to

CO 1. Outline the strategic management is a proactive process of achieving long-term compatibility of the corresponding field in planned tourism environment.

CO 2. Extend the management is a profitable way for implementation of priority development goals in tourism, set by the national economy, which is affected by tourism development.

CO 3. Explain the management evolution and how it will affect future managers.

CO 4. Observe and evaluate the influence of historical forces on the current practice of management.

### **Unit I- Strategy:**

Concept, Definition and explanation, Different levels at which strategy operates in Tourism Organization, Strategic Management - Nature & scope in Tourism. Process of Strategic Management- phases & elements. Strategic Decision making in Tourism- issues and dimensions.

### **Unit II - External Environment Analysis:**

The General Environment Analysis (DPEST), Industry Environment Analysis - Porter's five force's model, Competitor analysis. Internal Environment Analysis: Resource Based View in Tourism industry. Functional Approach- Building core competence, Value Chain Analysis, SWOT analysis of travel/hotel industry.

### **Unit III - Corporate Level Strategies:**

Grand Strategies- Stability strategies, Expansion Strategies, Retrenchment Strategies. Business Level Strategies - Generic Business Strategies. Strategic Analysis & Choice- Process of Strategic Choice viz a viz Tourism, Corporate strategic analysis through BCG matrix of a Hotel Chain.

## **Unit IV - Strategic Implementation:**

Issues related to Tourism. Implementing Business Level Strategies- Cost, Differentiation & Focus. Implementing Functional Strategies- Marketing, Finance, HR, and Production & Technology in Tourism industry. Change and its impact on Strategic Implementation Leadership and Strategic Implementation.

## **Unit V - Strategic Evaluation and Control:**

An overview of Strategic Evaluation & Control - Nature & Importance in Tourism, Process of Strategic Evaluation, and Barriers of Evaluation in Tourism. Strategic Control: Types of Strategic Control, Basic Control Tools - Responsibility Centre, Budgeting, Balanced Score Card, Management Report, Benchmarking.

## **Suggested Readings:**

1. Azhar Kazmi, *Strategic Management & Business Policy* Tata Mc Graw-Hill Publishing,
2. Alex Miller *Strategic Management*, McGraw-Hill Companies.
3. Fred R. David, *Strategic Management: Concepts and Cases*, Prentice hall publication, edition.
4. Luiz Moutinho, *Strategic Management in Tourism*. A CAB International Publication
5. Peter E. Murphy & Ann E. Murphy, *Strategic Management for Tourism Communities*, Bridging the Gaps, Channel View Publications.

## BASICS OF SANSKRIT (MTTM SEC 407)

### Course Objectives:

1. Sanskrit is a very rich language. Sanskrit is a medium to know about ancient Indian history, culture, religion, social life through its text.
2. The objective of the program is to develop a deep understanding of rich heritage and dynamic prevalent scenario of India through various Sanskrit texts.
3. To develop a strong concept of ancient Indian history, philosophy and literature to enhance communication Skills-Listening, Speaking, Reading, Writing of students.

**Course Outcomes:** After studying this paper, students will able to,

CO 1. Lead and understand the colloquial words of Sanskrit, Communicate and comprehend Sanskrit to the best of their ability.

CO 2 Write Sanskrit and have some idea about grammar.

CO 3. Develop a strong concept of ancient Indian history, philosophy and literature.

CO 4. Create awareness about interdisciplinary perspectives of Sanskrit language.

### Unit-1: संस्कृत भाषा परिचय

संस्कृतभाषा परिचय, योगशास्त्र के अध्ययन में संस्कृत का महत्त्व और योग एवं संस्कृत का अन्तःसम्बन्ध, संस्कृतवर्णमाला, स्वर, व्यंजन वर्णज्ञान सहित रोमन लिपि में लेखन एवं पठन, वर्णों के उच्चारणस्थान और प्रयत्न ज्ञान। कारक, विभक्ति, लिङ्, वचन, पुरुष, लकार एवं वाक्यांग परिचय। संस्कृत संख्याएं (एक से सौ तक)

### Unit-2: शब्दरूप

अजन्त शब्दरूप—राम, बालिका, पुस्तक, मुनि, वारि, नदी, भानु, धेनु, मधु, पितृ, मातृ शब्दों के रूप अर्थज्ञान सहित। सर्वनाम शब्दरूप—अस्मद्, युष्मद्, तद् (तीनों लिंगों में), एतद् (तीनों लिंगों में), किम् (तीनों लिंगों में,) शब्दों के रूप अर्थज्ञान सहित। हलन्तशब्दरूप—भगवत्, नामन्, जगत्, भवत् (तीनों लिंगों में) शब्दों के रूप अर्थज्ञान सहित।

### Unit-3: धातुरूप

भू, अस्, पठ्, कृ, लिख्, नम्, दृश्, वद्, गम्, स्था, पा, दा, ज्ञा, कथ्, चिन्त्, श्रु, खाद्, धातुओं के पांच लकारों लट्, लृट्, लङ् लोट्, विधिलिङ्, में रूपज्ञान एवं वाक्य निर्माण अर्थज्ञान सहित।

### Unit-4: वाक्यनिर्माण

प्रथमदीक्षा के प्रथम, द्वितीय एवं तृतीय अध्याय से वाक्यनिर्माण एवं अर्थज्ञान का अभ्यास।

## TEXT BOOKS

- 1 द्विवेदी कपिल देवः प्रारम्भिक रचनानुवाद कौमुदी, विश्वविद्यालय प्रकाशन, वाराणसी 2011
- 2 द्विवेदी कपिल देवः रचनानुवादकौमुदी, विश्वविद्यालय प्रकाशन वाराणसी 2011
- 3 द्विवेदी कपिल देवः प्रौढरचनानुवाद कौमुदी, विश्वविद्यालय प्रकाशन, वाराणसी 2007
- 4 प्रथमदीक्षा, राश्ट्रीय संस्कृत संस्थान, नई दिल्ली

## BOOKS FOR REFERENCE

1. Perry E D : A Sanskrit Primer, MLBD, New Delhi, 2004
2. Kala MR : A Higher Sanskrit Grammar for college students, MLBD, New Delhi, 2011
- 3 महर्षि दयानन्द सरस्वती: वर्णोच्चार शिक्षा, रामलाल कपूर ट्रस्ट, सोनीपत हरियाणा।