# TOURISM MARKETING MANAGEMENT & ENTREPRENURIAL DEVELOPMENT

# MASTER OF TOURISM AND TRAVEL MANAGEMENT (MTTM)



# **UTTARAKHAND OPEN UNIVERSITY**

School of Tourism, Hospitality & Hotel Management

Teenpani Bye Pass Road, Near Transport Nagar, Haldwani – 263139

Phone No.: 05946-261122, 261123 Toll Free No. 18001804025

Fax No.: 05946-264232, E-mail: info@uou.ac.in

Website: http://uou.ac.in

# TOURISM MARKETING MANAGEMENT & ENTREPRENURIAL DEVELOPMENT



# **UTTARAKHAND OPEN UNIVERSITY**

School of Tourism, Hospitality & Hotel Management

Teenpani Bye Pass Road, Near Transport Nagar, Haldwani – 263139

Phone No.: 05946-261122, 261123 Toll Free No. 18001804025

Fax No.: 05946-264232, E-mail: info@uou.ac.in

Website: http://uou.ac.in

### **Board of Studies**

**Prof. R.C. Mishra (Convenor)** 

Director

School of Tourism, Hospitality & Hotel Management

Uttarakhand Open University, Haldwani

Prof. Sandeep Kulshreshtha

Director

Indian Institute of Tourism & Travel Management

Gwalior, M.P.

Dr. Akhilesh Singh

Assistant Professor & Programme Coordinator

Department of Tourism

Uttarakhand Open University, Haldwani

Ms. Ruchi Arya

Academic Associate

Department of Tourism

Uttarakhand Open University

Prof. S.P. Bansal

Vice-Chancellor

Indira Gandhi University,

Meerpur, Rewari (Haryana)

Prof. Ajay Arora

Head

Department of Tourism

Kumaun University, Nainital

Dr. Jatashankar R. Tewari

**Assistant Professor** 

Department of Hotel Management

Uttarakhand Open University, Haldwani

Dr. Subhash Chand Ramola

Academic Associate

Department of Hotel Management

Uttarakhand Open University, Haldwani

#### **Contributor's Name**

School of Tourism & Hotel Management sincerely thanks & acknowledge the Contribution of all our unit writers & in particular the following authors for their valuable work.

Sr. No.	Author	Unit Number
1	Dr. Sheeba Hamid, Associate Professor, Department of Tourism, Aligarh Mushlim University (AMU), Uttar Pradesh	1-17

### Programme Coordinator Dr. Akhilesh Singh

Department of Tourism, School of Tourism, Hospitality & Hotel Management Uttarakhand Open University, Haldwani

#### **Editor**

#### **Dr Amit Gangotia**

Former Faculty, Department of Tourism, Uttarakhand Open University, Haldwani

ISBN: 978-93-84433-39-0

Copyright: @ Uttarakhand Open University

All rights reserved. No part of this work may be reproduced in any form, by mimeograph or any other means, without permission in writing from the Uttarakhand Open University.

Published by: Registrar, Uttarakhand Open University, Haldwani - 263139