

**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Code:** Tourism Products of Uttarakhand (MTTME-304)

**Semester:** 3<sup>rd</sup>

**Objective:** To illustrate Uttarakhand's rich heritage and its pivotal role in the development of state tourism.

<b>Block-1</b> <b>Introduction to Uttarakhand</b>	
<b>Unit-1</b>	Geographic Personality of Uttarakhand
<b>Unit-2</b>	Historical Perspective
<b>Unit-3</b>	Mountain meadows, Wildlife Parks and sanctuaries
<b>Unit-4</b>	Socio-cultural and Economic Perspective
<b>Block-2</b> <b>Nature-Based Tourism Activities – Existing Resource-use Patterns and Further Prospects</b>	
<b>Unit-5</b>	Effective and Potential Destinations for Mountaineering and Rock Climbing
<b>Unit-6</b>	Trekking – Trends and Opportunities
<b>Unit-7</b>	Auli Ski Resort and Other Prospective Skiing Sites
<b>Unit-8</b>	River Running - Status and Scope
<b>Unit-9</b>	Parks, Sanctuaries and Wildlife Tourism
<b>Unit-10</b>	Popular Hill Resorts of the State
<b>Block-3</b> <b>Religious and Spiritual Heritage</b>	
<b>Unit-11</b>	The Panch Kedar and The Panch Badris
<b>Unit-12</b>	The Gangotri, The Yamunotri and Popular Shakti Peets
<b>Unit-13</b>	Religious and Spiritual Significance of Haridwar, Rishikesh, Joshimath and Uttarkashi
<b>Block-4</b> <b>Other Cultural Legacies</b>	
<b>Unit-14</b>	Important Monuments, Museums and Historical Sites
<b>Unit-15</b>	Fairs, Festivals and Religious Processions
<b>Unit-16</b>	Folk Traditions, art and Craftsmanship
<b>Block-5</b> <b>Organisational and Planning Perspectives</b>	

<b>Unit-17</b>	State Department of Tourism – Organization, Policies and Performance
<b>Unit-18</b>	‘Garhwal’ and ‘Kumaon’ Mandal Vikas Nigam - Role and Contribution in Promotion of Tourism in Uttarakhand
<b>Unit-19</b>	Prevailing International and Domestic Tourist Traffic Trends and Growth Prospects.

### **Suggested Readings:**

- Singh, S. P. (2015). Uttarakhand: A Complete Guide. Rupa Publications India Pvt. Ltd.
- Nautiyal, D. (2018). Culture and Custom in Uttarakhand. Notion Press.
- Rawat, A. S. (2017). Uttarakhand: Past, Present, and Future. Ravi Dayal Publisher.
- Bisht, D. S. (2016). History of Uttarakhand: Prehistoric to Modern Times. Indus Publishing Company.
- Dangwal, D. (2019). Uttarakhand: The Land of Gods. Notion Press.
- Joshi, D. (2014). Tourism in Uttarakhand: Challenges and Opportunities. International Journal of Research in Social Sciences.
- Negi, J. M. S. (2011). Tourism in Uttarakhand: Problems and Prospects. Shree Publishers.
- Bhatt, S. (2013). Cultural Heritage and Tourism in Uttarakhand. Journal of Rural and Industrial Development.