

## Semester-3<sup>rd</sup>

End Semester Exam: 35

Assignment: 15

### BTTMN-301

Tourism Products of Uttarakhand

**Programme:** Bachelor in Tourism and Travel Management (BTTM-23)

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

**Objective:** To illustrate the affluent Heritage of Uttarakhand and its organizational role in Tourism development in the state.

<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 Kedars 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
<p style="text-align: center;"><b>Block-4</b> <b>Other Cultural Legacies</b></p>	
<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
<p style="text-align: center;"><b>Block-5</b> <b>Organizational and Planning Perspectives</b></p>	
<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.