

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

**Course Name and Code:** Tourism Products of India (MTTM-14A)

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

**Objectives:** To explore India's tourism, develop themed itineraries, and cultivate emerging destinations to enhance tourist experiences and promote sustainable growth.

<b>Block-1</b> <b>Resource Potential for Land-Based Adventure Tourism Activities</b>	
<b>Unit-1</b>	Trekking Tourism with Special Reference to the Himalayas.
<b>Unit-2</b>	Mountaineering and Ice Skiing
<b>Unit-3</b>	River running, Water skiing and other water-based tourist activities
<b>Unit-4</b>	Wildlife Tourism, National Parks and Wildlife Sanctuaries
<b>Unit-5</b>	Desert Safaris and Aero Sports
<b>Block-2</b> <b>Museums and Monuments and Historical sites</b>	
<b>Unit-6</b>	Museums and Art Galleries
<b>Unit-7</b>	Forts, Palaces and Historical Buildings in North India
<b>Unit-8</b>	Unique Monuments of South India
<b>Unit-9</b>	Architectural Landmarks of Eastern India
<b>Unit-10</b>	Architectural Treasures in Western India
<b>Block-3</b> <b>Religious Tourism Resources</b>	
<b>Unit-11</b>	The four Dhams and other important Hindu Religious centres
<b>Unit-12</b>	Key shrines Resorts of Jainism and Buddhism
<b>Unit-13</b>	Leading Pilgrim Centers of Sikhism, Islam and Christianity
<b>Unit-14</b>	Religious fairs and festivals of Tourist importance
<b>Block 4</b> <b>Other Tourism Resources</b>	
<b>Unit-15</b>	Handicrafts and opportunities for tourist shopping
<b>Unit-16</b>	Yoga, Naturopathy and Medical Tourism

<b>Unit-17</b>	Summer and Winter Retreats
<b>Unit-18</b>	Beaches, Backwaters and Islands

**Suggested Readings:**

- Agrawal V.S. The Heritage of Indian Art, Govt. of India Publication. Basham
- A. L. The Wonder that was India, Tapling Publishing Co., New York Basham
- A. L: The Cultural History of India, Tapling Publishing Co., New York
- Christopher Tadgell The History of Architecture in India, Penguin, New Delhi
- Daljeet and P.C. Jain: Indian Miniature Paintings, Brijwasi Art Press
- Dalmia Yashodhra: Contemporary Indian Art: Other Remedies, Marg Publisher, Mumbai.
- Dixit Manoj and Charu Sheela, Tourism Product of India, Lucknow: New Royal Publisher
- Jagannathan Shankutala : Hinduism – an Introduction
- Vakils, Feffer and Simon, Mumbai Keay John: India: A History, Harper Collins
- Luniya B.N.: Ancient Indian Culture, LaxmiNarain Educational Publisher, Agra
- Pattanaik Devdutt: A Handbook of Hindu Mythology , Penguin Global Brown Percy, Indian Architecture.
- Venkataraman Leela: Indian Classical Dance, Roli Books
- Thapar Romila and Percival Spear: History of India, Orient Longman, New Delhi
- Sarina Singh, India, Lonely Planet Publications, Australia