

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

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

Semester: 3rd

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

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

Unit-17	Summer and Winter Retreats
Unit-18	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