

B. A. WITH TOURISM & TRAVEL MANAGEMENT
4th SEMESTER
CORE

TTM420C: TOURISM & TRAVEL MANAGEMENT: TOURISM RESOURCES OF JAMMU & KASHMIR

CREDITS: THEORY: 4; PRACTICAL: 2
MAX. MARKS: THEORY: 60; PRACTICAL: 30
MIN. MARKS: THEORY: 24; PRACTICAL: 12

COURSE OBJECTIVES:

The aim of the course is to familiarize the students about the tourism resources of Jammu and Kashmir. The course will enable the learners about the tourism resources of the two regions of J&K and will enhance their knowledge about them.

THEORY: (4 CREDITS; MAX. MARKS: 60)

COURSE CONTENTS:

UNIT I

Tourism Resources: Resources – Concept and Meaning; Tourism Resources – Concept and Meaning; Types of Tourism Resources; Importance of Tourism Resources.

Unit II

Understanding Jammu and Kashmir as a unique geographical unit, the physical settings and climate of the two regions, Costumes and food of the two regions.

Unit III

Tourism resources of Kashmir valley: Natural Resources; Hill Stations: Gulmarg, Pahalgam, Sonamarg, Aharbal, Gurez, Lakes: Dal lake, Wullar lake, Manasbal lake & High altitude lakes, Pilgrimage and religious attractions: Shrine - Hazratbal, Amarnath, Kheerbhawani, Chatipadshahi, Historical & Archaeological: Hari Parbat, Awantipora temples, Jamia Masjid Srinagar, Shah Hamadan's Mosque, Shankaracharya temple, Fairs and Festivals of Kashmir region.

Unit IV

Tourism resources of Jammu: Pilgrimage & Religious attractions, Mata Vaishno Devi, Ragunath Mandir, Shiv Khori, Peer Mitha, Shahdra Sharief, Hill Stations & lakes: Patnitop, Surinsar, Mansar lake, Amar Mahal Palace, Dogra Art Museum, Mubarak Mandi Complex, Bahu Fort, Fairs and Festivals of Jammu region.

TUTORIAL (2 CREDITS; M. MARKS: 30)

✓ Field visit to the sites of touristic importance preferably within the vicinity of the college and gain first-hand experience of the features of the site and prepare a brief report highlighting the geographical, cultural and economic features of the site.

✓ Conduct of Group Discussion/Seminars/Presentations on any of the topics as mentioned in the theory part of the course. Students will be evaluated on the basis of their participation, documentation and performance in these activities.

SUGGESTED READINGS:

1. *Deewan, Parvez, Kashmir, and Jammu, Manas Publications.*
2. *Mukhtar, Shahnawaz. Tourism and Pilgrimage: A Case Study of Kashmir Valley, Sarup Publishers New Delhi.*
3. *Walter, L, Valley of Kashmir, Chinar Publications Srinagar.*