

# **A.S.D GOVERNMENT DEGREE COLLEGE (Women), (A), KAKINADA**

## **DEPARTMENT OF HISTORY**

### **Tourism Course List of papers offered 2020-21**

Year	Semester	Title of the paper	Course type (T/L/P)
I	I	BASICS OF TOURISM TT201105	T
	II	TOURISM RESOURCES OF INDIA TT202105	T
II	III	Travel & Tourism Management TT203105	T
	IV	P-IV 9 Tourism Policy, Planning and Development TT20410	T
		P-V Tourism Marketing TT204110	T
III	V	P-V GUIDING AND NEGOTIATING SKILLS FOR TOURISM TT5109	T
		P-VI Travel Agency and Tour Operation Business TT5110	T
	VI	ELECTIVE P-VII TOURISM MARKETING & HOSPITALITY MANAGEMENT TT6105	T
		CLUSTER VIII B-1 CULTURE OF INDIAN CUSINE TCE20113	
		CLUSTER VIII B-2 Contemporary Food Services TCE20114	T
		CLUSTER VIII B-3 Leadership for Chefs TCE20115	T

### **COURSE OUTCOMES 2020-21**

#### **SEMESTER – I BASICS OF TOURISM TT201105**

##### **COURSE OUTCOMES:**

- Understand the basic concept of tourism industry and the historical background
- Identify the various motivational concept of tourism industry.
- Distinguish the difference between domestic and internal tourism
- Evaluate the socio economic, cultural, and environmental impact of tourism industry.
- Imagine the scope of the tourism industry

#### **SEM- II TOURISM RESOURCES OF INDIA TT202105**

##### **Course Outcomes-**

1. Gain the knowledge and skills to identify tourism products of India.
2. To acquire the skills to assess develop and manage tourism products.
3. To identify and manage emerging tourist destinations.
4. To conceptualize a tour itinerary based on variety of theme

### **Sem- III Travel & Tourism Management TT203105**

#### **Course Outcomes-**

1. Relate the work of various Travel organizations to the development and promotion of Tourism
2. Summarize the role of Travel Agency and Tour Operators in promotion of Tourism Industry
3. Create Packaged tours and price them accordingly
4. Manage the accommodation units & Travel Agencies
5. Create tour brochures/information leaflet and tourist itinerary

### **Sem-IV P-IV TT204109 Tourism Policy, Planning and Development**

#### **Course Outcomes:**

- Recognize the need for Planning and Policy by the Govt.
- Plan for development of Tourism in any given area with the inputs learnt through the study of the course
- Summarize AP Tourism Policy, assess the existing facilities and plan for further development
- Implement the schemes meant to preserve the tribal cultures
- Apply available legal provisions/ measures to solve related problems and challenges in the Tourism Industry

### **Sem -IV P-V TT204110 Tourism Marketing**

#### **Course Outcomes:**

- Comprehend the concept of Marketing and use of it effectively to promote the Tourism Product
- Elucidate the concept of marketing research, learn the collection of Primary and Secondary data sources
- Apply the Marketing Mix in Tourism industry
- Investigate and use of major tools for the Promotion
- Evaluate the attributes for an ideal destination and its relevance to regional development. Plan for / Design an advertisement and a Poster according to a given theme

### **SEM- V TT5109 P-V GUIDING AND NEGOTIATING SKILLS FOR TOURISM**

#### **Course Outcomes**

- Identify the concept and responsibilities of Tour Guide
- Understand the Leadership Skills
- Estimate the Guest relationship management
- Understand Client needs

- Understand the techniques of business deal in Tourism

### **Sem- V P-VI TT5110 Travel Agency and Tour Operation Business**

#### **Course Outcomes-**

1. Gain the knowledge of travel and tourism operation and its association with various other fields of tourism.
2. To acquire the skills to professionally fit into the organizational setup of the travel and tourism agencies and how to develop professionally.
3. To develop the competencies to start their own business in the fields of travel and tourism.
4. To apply the knowledge pertaining to role of various associations in promoting travel and tourism business

### **SEM-VI ELECTIVE P-VII TT6105**

#### **TOURISM MARKETING & HOSPITALITY MANAGEMENT**

#### **Course Outcomes-**

- Identify the key principles of marketing in the tourism and hospitality industry.
- Recognize the roles of service marketing in the hospitality and tourism industry.
- Examine the consumer and organizational buyers' behavior and their influences to market the hospitality and tourism products.
- Analyze the marketing environment and establish marketing plans for the hospitality and tourism businesses
- Explain the roles of various channels of distribution channels in the hospitality and tourism industry.

### **SEM-VI CLUSTER VIII B-1 CULTURE OF INDIAN CUISINE TCE20113**

#### **Course Outcomes-**

1. Identify the features of Indian Cuisine, cultural and Philosophical influences
2. Understand the Basic types of Indian cooking & spies and types of vinegars
3. Analyze the basic gravies in different region, masala and paste
4. Identify the Regional cuisine, geographical influence and the study of Andhra Cuisine.
5. Understand the industrial experience.

**SEM-VI CLUSTER VIII B-2 Contemporary Food Services TCE20114**

**Course Outcomes**

1. Identify the operating equipment's, methods of cleaning and cleaning of glass ware
2. Understand lying the cover for various meals and for different cuisines
3. Analyze Guest handling and service procedure
4. Recognize the rules for waiting a table and guest Bill settlement.
5. Understand the Room service procedure and setting of Tray and Trolley for various Meals

**SEM-VI CLUSTER VIII B-3 Leadership for Chefs TCE20115**

**Course Outcomes**

1. Understand the Leadership styles and motivational theories
2. Analyze the human resource in food industry and the behavior of consumers and the buyer decision Making process.
3. Identify the importance of self-management and decision-making process
4. Understand the managers strengths and weaknesses
5. Understand the supportive team practices and main security risk in hotels

