

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

Tourism Course List of papers offered 2022-23

| Year | Semester | Title of the paper | Course type (T/L/P) |
|------|----------|--|---------------------|
| III | V | (Skill Enhancement Course- Elective) 6C Tourism Destination Marketing TT205109 - 6C | T |
| | | (Skill Enhancement Course- Elective) 7C Itinerary Preparation and Tour Packaging TT205110 - 7C | T |
| | VI | Long Term Internship | L |

COURSE OUTCOMES 2022-23

B.A Semester – V (Skill Enhancement Course- Elective)

6C Tourism Destination Marketing TT205109 - 6C

Course outcomes:

1. Understand the typology of destinations in Tourism.
2. Analyze the Market environment of Tourism Destinations.
3. Learn about the planning and strategies of Destination Marketing.
4. Understand the different components of the Destination Marketing Mix.
5. Apply the destination promotional strategies in the Tourism Industry.

Semester – V (Skill Enhancement Course- Elective)

7C Itinerary Preparation and Tour Packaging TT205110 - 7C

Course outcomes:

1. Understand concepts of travel itineraries and can able to prepare itinerary planning.
2. Able to prepare tour formulation and designing various types of tour packages.
3. Estimate the cost of the package tour& analyse the various companies pricing strategies.
4. Evaluate the tourist's feedback and change the services accordingly.
5. Understand the different online payment gateways for present business.