



A.S.D. Government Degree College for Women **An Autonomous Institution**

Jagannaickpur, Kakinada, Andhra Pradesh-533002
Affiliated to Adikavi Nannaya University, Rajamahendravaram



INTERNAL QUALITY ASSURANCE CELL

2.6.1. The institution has stated learning outcomes (programme and course outcome)/graduate attributes which are integrated into the assessment process and widely publicized through the website and other documents and the attainment of the same are evaluated by the institution.

శ్రీ విద్యా ప్రవర్ధతాం

TOURISM **COURSE OUTCOMES** **(2018-23)**

A.S.D GOVERNMENT DEGREE COLLEGE FOR WOMEN, (Autonomous),
KAKINADA

DEPARTMENT OF HISTORY

TOURISM COURSE

COURSE OUTCOMES 2018-19

SEMESTER – I BASICS OF TOURISM TT1105

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 PRINCIPLES & PRACTICES OF TOURISM PPT2105

Course Outcomes

CO1 To understand the concept of tourism Understand

CO2 To Analyze the new areas of Tourism. Understand

CO3 To examine the various aspects and organizations related to Tourism Understand

CO4 Develop idea about principles and practices of Tourism Understand

CO5 To identify career opportunities in Tourism

Sem-III Tourism Resources TT3105

Course Outcomes

CO1 To familiarize different types of tourism products in India. Understand

CO2 To understand the cultural tourism resources in India. Understand

CO3 To provide knowledge about the Products and Resources in Tourism Industry Understand

CO4 To understand the nature of different tourism products Understand

CO5 To familiarize the social and cultural set up in India and its contribution to tourism

Sem- IV CT4105 Cultural Tourism in Andhra Pradesh

Course Outcomes

- By studying this paper, the students will know the important tourist spots of A.P. their History and Importance.
- The students will know the types of tourism.
- The students will know the importance of historical tourism. It helps build image, it helps preserve the Cultural and historical heritage, with culture as an instrument it facilitates harmony and understanding among people.
- The students will know the primary purpose of exploring history and heritage of place.
- By visiting historical places students get to know the art and architecture that are practiced at early times i.e. the time where the people haven't touched with any technology. So, the students know the value of the art & architecture of early times.
- The students will know the aims & objectives of planning and development of A.P tourism: APTDC.

H. Suvarchala

Signature of the Principal
PRINCIPAL
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AUTONOMOUS
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A.S.D GOVERNMENT DEGREE COLLEGE FOR WOMEN, (Autonomous),
KAKINADA

DEPARTMENT OF HISTORY

TOURISM COURSE

COURSE OUTCOMES 2019-20

SEMESTER –I BASICS OF TOURISM TT1105

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 PRINCIPLES & PRACTICES OF TOURISM PPT2105

Course Outcomes

CO1 To understand the concept of tourism Understand

CO2 To Analyse the new areas of Tourism. Understand

CO3 To examine the various aspects and organizations related to Tourism Understand

CO4 Develop idea about principles and practices of Tourism Understand

CO5 To identify career opportunities in Tourism

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- By studying this paper the students will know the important tourist spots of A.P. their History and Importance.
- The students will know the types of tourism.

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- By visiting historical places students get to know the art and architecture that are practiced at early times i.e. the time where the people haven't touched with any technology. So, the students know the value of the art & architecture of early times.
- The students will know the aims & objectives of planning and development of A.P tourism: APTDC.

Semester- V TT5109 Guiding and interpretation 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

M. Suvachala

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DEPARTMENT OF HISTORY TOURISM COURSE

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-

After the completion of the course the students will be able to:

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-****After the completion of the course the students will be able to:**

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 & spics 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

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

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.

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DEPARTMENT OF HISTORY TOURISM COURSE

COURSE OUTCOMES 2021-22

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

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- 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

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1. Identify the features of Indian Cuisine, cultural and Philosophical influences
2. Understand the Basic types of Indian cooking & spices and types of vinegars
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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.

V. Ananta Lakshmi

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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& analyze 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.

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