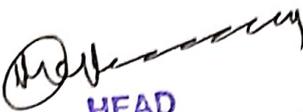


Andhra Christian College :: Guntur
(Day, Evening & P.G.)

NOTICE

Date: 16-07-2018

Interested students of B.A. (E.H.P., H.E.P., and T.H.E.) are invited to join in Certificate course on Growth and Development of Tourism in Andhra Pradesh, for the Academic Year 2018-19. The course will be commenced from 03-08-2018.


HEAD
DEPARTMENT OF HISTORY
ANDHRA CHRISTIAN COLLEGE
GUNTUR.


M.E.S. VIJAYA RAJU
PRINCIPAL

Tourism Growth and Development

Handbook

SN	CONTENTS
1	Introduction to Tourism
2	Main Tourist Destinations in Andhra Pradesh
3	Strategies of Andhra Pradesh Tourism Development
4	Marketing and Promotion of Tourism
5	Skill Development and Capacity building in Tourism Sector

Andhra Christian College, Guntur

Vision

Creating a Thinking Professional Order

Mission

To make incessant endeavor to create learning process in response to changing managerial paradigms

Objective

- Economics Growth
- Environmental improvements
- Culture
- Economics Development
- Infrastructure
- Poverty Alleviation
- Sustainable industry innovation

OBJECTIVES: TOURISM GROWTH AND DEVELOPMENT

The prime objective of knowing and prescribing to Human Values are as follows:

I. Learning outcomes:

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

- ▶ Knowing the basics of tourism aspects, you will be able to manage emerging tourist destinations, traditions, and resources.
- ▶ Students will know the potential of tourism in Andhra Pradesh.
- ▶ Understand the different acts, policies, boards, and committees involved in the development of Andhra Pradesh tourism.
- ▶ Know the Main Tourist Destinations in Andhra Pradesh
- ▶ Realize the various tourist products and marketing strategies.
- ▶ Know the methods in the development of tourism policies in Andhra Pradesh.

II. Syllabus:

Unit-I

Introduction to Tourism- Historical Development of Tourism in AP- Physical features of Andhra Pradesh -Rivers, Coastal line, Hills-Scope of Tourism in AP-Vision and Objectives of AP Tourism.

Unit-II

Main Tourist Destinations in Andhra Pradesh: Natural, Historical, Pilgrimage, Beaches and Parks- Tourism Products: Arts and Crafts, Handlooms, Handicrafts, Toys-Handicrafts Emporiums- Tourism Packages.

Unit-III

Strategies of Andhra Pradesh Tourism Developments: Income Generation-Role of Museums- Andhra Pradesh Tourism Policy-2020-25-Tourism Investment Policies-Tourism Infrastructure and Development-PPP Investments in Tourism Sectors.

Unit-IV

Marketing and Promotion of Tourism: Andhra Pradesh Tourism Development Corporation (APTDC) - State Tourism Promotion Board (STPB)-Incentives and Concessions-Haritha Resorts and Hotels

Unit-V

Skill Development and Capacity Building in Tourism Sector- Promotion and Ma Tourism Service Projects- Capacity Building Programmes - Mega Tourism Projects -Safety and Security Policies in Tourism.

Andhra Christian College, Guntur

Department of History, ADD-ON Course 2018-2019

GROWTH AND DEVELOPMENT OF TOURISM IN A.P.

class - III BA

S. No	Class No.	Name	3/8/2018	10/8	17/8	24/8	31/8	1/9	7/9	14/9	21/9	28/9	5/10	12/10	19/10	26/10	30/10
1	EHP-(EM) 01	V. KALYANI	X	X	X	X	X	a	X	X	X	X	X	X	X	X	a
2	02	O. NAVYA	X	X	a	X	X	X	X	X	X	a	X	X	X	X	X
3	03	D. SUDARSINI	a	X	X	X	X	X	a	X	X	X	X	X	X	X	X
4	04	V. JYOTHI	X	X	X	a	X	X	X	X	X	X	X	a	X	X	X
5	05	R. HARSHITHA	X	a	X	X	X	X	X	X	X	X	a	X	X	X	X
6	07	K. MANOJ KUMAR	X	X	X	X	a	X	X	X	X	X	X	X	X	a	X
7	23	N. SUMAN	X	X	a	X	X	X	X	X	a	X	X	X	X	X	X
8	24	T. SOLOMAN SAMRAT	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
9	26	B. VINEEL SOUTHAM	a	X	X	X	X	X	X	a	X	X	X	X	X	X	X
10	27	N. ANTHONY SWAROOP	X	X	a	X	X	X	X	X	X	X	X	X	a	X	X
11	HEP-(EM) 102	SK. AYESHA PARVEEN	X	X	X	a	X	X	X	X	X	X	a	X	X	X	X
12	103	N. NAGATHRISHA	X	a	X	X	X	X	X	X	X	a	X	X	X	X	X

2018

2019

2/11 9/11 16/11 23/11 30/11 7/12 14/12 21/12 4/01 18/01 25/01 1/2 8/2 15/2 22/02

13	104	R. SATYA VANI	X	a	X	X	X	X	X	X	X	X	X	X	X	X	X
14	106	MD. MARO SUBHANI	X	X	X	X	X	X	a	X	X	X	X	X	X	X	X
15	<u>THE TEM</u> 242	R. RAMYA	X	X	X	X	X	X	X	X	X	X	a	X	X	X	X
16	244	S. BHARATHI	X	X	a	X	X	X	X	X	X	X	X	X	X	X	X
17	245	D. MANOHAR	X	X	X	X	X	X	a	X	X	X	X	X	X	X	X
18	250	N. ANIC KUMAR	X	X	X	X	X	X	X	X	X	a	X	X	X	X	X
19	254	K. RAJU	X	X	X	X	X	a	X	X	X	X	X	X	X	X	X
20	307	M. NAGA MANI	X	X	X	a	X	X	X	X	X	X	X	X	X	X	X
21	311	CH. AGUSTEEN KUMAR	X	X	X	X	X	X	X	X	X	X	X	a	X	X	X
22	313	M. CHAITANYA NAYAK	a	X	X	X	X	X	X	X	X	X	X	X	X	X	X
23	316	K. JYOTHSNA	X	X	X	X	X	X	X	X	X	a	X	X	X	X	X
24	319	S. MAHESH BABU	X	X	X	X	a	X	X	X	X	X	X	X	X	X	X
25	321	V. JEVANA JYOTHI	X	X	X	X	X	X	X	X	a	X	X	X	X	X	X
26	325	SK. NAGUR BABU	X	X	X	X	X	X	a	X	X	X	X	X	X	X	X
27	332	A. PADMA	X	X	X	X	X	X	X	X	X	X	X	X	X	a	X
28	333	E. HANUMANTHO NAIK	X	a	X	X	X	X	X	X	X	X	X	X	X	X	X
29	334	S. BALA KRISHNA	X	X	X	X	X	X	X	X	a	X	X	X	X	X	X
30	335	M. NAGA JYOTHI	X	X	X	X	X	X	X	a	X	X	X	X	X	X	X



 HEAD
 DEPARTMENT OF HISTORY
 ANDHRA CHRISTIAN COLLEGE
 GUNTUR.

PRINCIPAL
 Andhra Christian College
 (Day/Even./P.G.)
 GUNTUR

S.NO	CLASS NO	NAME	3/8	10/8	17/8	24/8	31/8	1/9	7/9	14/9	21/9	28/9	5/10	12/10	19/10	26/10	30/10
1	EHP (EM) 01	V. RAJYA LAKSHMI	x	x	x	x	x	x	x	x	x	x	x	a	x	x	x
2	02	M. ROJA	x	x	a	x	x	x	x	x	x	x	x	x	a	x	x
3	03	Y. PRABHAVATHI	x	x	x	x	x	x	x	x	x	x	x	x	x	a	x
4	04	B. MOUNIKA	a	x	x	x	x	x	a	x	x	x	x	x	x	x	x
5	05	SK. ASHA	x	x	x	x	x	x	x	x	x	x	x	a	x	x	x
6	06	B. HEMA LATHA	x	x	a	x	x	x	x	x	x	x	x	a	x	x	x
7	07	T. DEEPIKA	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
8	08	M. HASTHAN	a	x	x	x	x	x	a	x	x	x	x	x	x	a	a
9	09	M. VIJAYA RAJASEKHAR	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
10	10	Y. AMULYA	x	x	x	x	x	x	x	a	x	x	x	x	x	x	x
11	11	NAKA ARATHULVENKATA SAI	x	x	x	x	x	x	x	x	x	x	a	x	x	x	x
12	12	CH. VARDHAN	x	a	x	x	x	x	x	x	x	x	x	x	x	x	x
13	13	G. ABHISHAKE RAJU	a	x	x	x	x	x	x	x	x	x	x	a	x	x	x
14	14	JOHN THOMAS	x	x	x	x	x	x	x	x	x	a	x	x	x	x	x
15	15	K. PRABHANTAN	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
16	HEP (EM) 101	L. RAJA SEKHARA REDDY	x	x	x	x	x	x	a	x	x	x	x	x	x	x	x
17	103	SK. ARIFA	x	x	x	x	a	x	x	x	x	x	x	x	x	x	x

Page (1)

21/10/19

SNO	CLASS	NAME	3/8	10/8	17/8	24/8	31/8	1/9	7/9	14/9	21/9	28/9	5/10	12/10	19/10	26/10	30/10
35	245	R. AVINASH	X	X	a	X	X	X	X	X	X	X	X	X	X	X	X
36	HEP (M) 301	P. SUNITHA	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
37	302	SK. AKHILA	X	X	a	X	X	X	X	X	X	X	X	X	X	X	X
38	303	J. YASODHARANI	a	X	X	X	X	X	X	X	X	X	X	X	X	X	X
39	304	G. PRAVALITKA	X	a	X	X	X	X	X	X	X	X	X	X	X	X	a
40	305	CH. SONETHA	X	X	X	X	X	X	a	X	X	X	X	X	X	X	X
41	309	J. BHANUPRASAD	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
42	311	K. RAJEEV	X	X	X	X	X	X	a	X	X	X	X	X	X	X	X
43	312	CH. PRASANNAKUMAR	X	X	X	X	X	X	X	X	a	X	X	X	X	X	X
44	313	M. RAMAKOTESWARARAO	X	X	X	X	X	X	a	X	X	X	X	X	X	X	X
45	316	D. ANTHONI	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
46	317	B. PUNNARAO	X	X	a	X	X	X	X	X	X	X	X	X	X	X	X
47	318	S. NARASIMHARAO	X	X	X	X	X	a	X	X	X	X	X	X	X	X	X
48	320	S. YOHANU	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
49	321	CH. UDAY SAGAR	X	X	a	X	X	X	X	X	X	X	X	X	X	X	X
50	322	G. SARATH CHANDRA	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

203

J. RAO

"Ye shall know the Truth and the Truth shall set you free"
Andhra Christian College::Guntur

(Day, II Shift & P. G.)
Accredited with A-grade by NAAC



Estd. 1885

CERTIFICATE

This is to certify that Mr. / Ms. _____

Class _____, Roll No. _____ has participated and successfully completed Certificate Course in **GROWTH AND DEVELOPMENT OF TOURISM IN A.P.** conducted by the Department of History from **03-08-2018 to 30-10-2018.**

[Handwritten Signature]

Coordinator
HEAD
DEPARTMENT OF HISTORY
ANDHRA CHRISTIAN COLLEGE
GUNTUR.

[Handwritten Signature]
Principal
Andhra Christian College
(Day/Even P.G.)
GUNTUR