

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

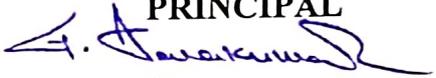
NOTICE

Date: 15-07-2019

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 2019-20. The course will be commenced from 01-08-2019.


HEAD
DEPARTMENT OF HISTORY
ANDHRA CHRISTIAN COLLEGE
GUNTUR.

Dr. G. DEVAKUMAR
PRINCIPAL


PRINCIPAL
ANDHRA CHRISTIAN COLLEGE
GUNTUR

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 2019-2020

GROWTH AND DEVELOPMENT OF TOURISM IN A.P.

III BA

2019 August

September

October

S. No	Class No.	Name	11/8	8/8	16/8	22/8	29/8	5/9	12/9	19/9	26/9	3/10	10/10	17/10	24/10	31/10	7/11
1	EHP. (E.H.) 01	V. RAJYALAKSHMI	x	x	o	x	x	x	x	x	x	x	x	x	x	x	x
2	02	M. ROJA	x	x	x	x	x	x	o	x	x	x	x	x	x	x	x
3	03	V. PARHAVATHI	o	x	x	x	x	x	x	x	x	x	x	x	x	x	x
4	04	B. MOURIKA	x	x	x	x	x	x	x	x	x	x	o	x	x	x	x
5	07	T. DEEPIKA	x	x	x	x	o	x	x	x	x	x	x	x	x	x	o
6	09	M. VIJAYA RAJA SEKHAR	x	o	x	x	x	x	x	x	x	x	x	x	x	x	x
7	11	A. RAHUL NAGA VENKATA SAI	x	x	x	x	x	x	x	x	x	x	x	x	x	o	x
8	14	JOHN THOMAS	x	x	x	o	x	x	x	x	x	x	x	o	x	x	x
9	21	CH. SAI KRISHNA	x	x	x	x	x	x	x	o	x	x	x	x	x	x	x
10	24	V. DIVYA.	x	x	x	x	x	x	x	x	x	x	x	x	o	x	x
11	101	L. RAJA SEKHAR REDDY	x	x	x	o	x	x	x	x	x	x	x	x	x	x	x
12	103	SK. ARIFA	x	x	x	x	x	x	x	x	x	o	x	x	x	x	x

DEPARTMENT OF HISTORY - RIDOWN COURSE
GROWTH AND DEVELOPMENT OF TOURISM IN A.P.

2019-2020

Sl. No.	NAME	11/8	11/8	16/8	22/8	29/8	5/9	12/9	19/9	26/9	3/10	10/10	17/10	24/10	31/10	7/11
1	B. GAYATHRI	X	X	X	X	X	X	X	X	X	X	X	X	X	X	9
2	D. INDU	X	X	X	9	X	X	X	X	X	X	X	X	X	X	X
3	V. ANUSHA	X	X	X	X	9	X	X	X	X	X	X	X	X	X	9
4	G. KRUPA JYOTHI	X	X	X	X	X	X	X	X	9	X	X	X	X	X	X
5	K. GRACE SHANTANU	X	X	X	X	X	X	X	X	X	X	X	X	9	X	X
6	SK. SHAHSHU BISHA	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
7	M. GAYATHRE	X	9	X	X	X	X	X	X	X	X	X	X	X	X	9
8	M. PADMASRI	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
9	D. SUDHEER	X	X	9	X	X	X	X	X	X	X	X	X	X	X	X
10	M. VIJAYAKUMAR	X	X	X	X	X	9	X	X	X	X	X	X	X	X	9
11	G. SRI HARSHA	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
12	M. JAYARAJU	X	X	X	X	9	X	X	X	X	X	X	X	X	X	9
13	A. SHANMUKHA S. SAI	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
14	R. VENKATESWARLU - - NAIK	X	X	X	X	X	X	X	X	X	X	X	X	9	X	X
15	P. BH. SAI KRISHNA	X	X	X	X	X	X	X	X	X	9	X	X	X	X	X
16	HEP. (EM) 102	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
17	D. SRILEKHA	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
18	103	X	X	X	X	X	X	X	X	X	X	9	X	X	X	9

"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 **01-08-2019 to 07-11-2019.**


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