

Tourism Growth and Development

Handbook

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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

Name A. Manohar Class III BA No. 2045

Subject Paper Page No. Date.

(Please write on both sides of the paper)

Section-A

Write about Tourism?

1) A) Tourism is a unique and the largest and fastest-growing industry across the world. It is a source of revenue and employment. It also gives the opportunity for people to understand the culture, civilization and religious aspects of a country.

2) How many tourist places in AP?

A) Visakhapatnam, Guntur, Chittoor, Srisaifam, Araku valley, Tirupati, Vijaywada, Amaravati.

3) Abbreviation of APTDC?

A) Andhra Pradesh Tourism Development Corporation (APTDC)

4) Abbreviation of STPB?

A) State Tourism Promotion Board (STPB)

5) Abbreviation of PPP?

A) Public, Private Partnership (PPP)

(10)

Section-B

6) vision and objectives of A.P. Tourism?

A) AP vision for tourism is show the state alteration and Potential and to tourist arrival the union of AP tourism is to establish the state as a globally reorganization destination for tourism.

Objectives of tourism place

- 1) Economical development
- 2) Environmental sustainability
- 3) Socio-cultural benefits.

7) Tourism Products

A) This is well known for a lot of items exotic, Perfume, Kalankani works, bride works, Jewel, Pearls, diamonds clothes, Kondapalli Wood dolls.

8) AP tourism Policy 2020 - 2025?

A) The A.P tourism to Position the state as a Preferred tourism destination tourism. The Andhra Pradesh tourism Policy 2020-25 aims at building a robust tourism infrastructure in tune with the ever-changing nature of tourism and promoting responsible tourism practices among all stake holders.



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9) write about tourism promotion Board?

A) Andhra Pradesh tourism Development corporation is a state tourism promotion means activities and expenditures designed to increase tourism and convention business, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists, and operating tourism destination marketing organizations.

10) safety and security Policies in tourism?

A) safety and security in tourism refer to the measures and conditions that ensure the well-being, physical, psychological, and economic integrity of tourists, service providers, and host communities. They can encourage a range of items:

1) Personal safety

2) shopping

3) Avoiding scams

4) security checking

5) Helpline center

6) online information.



11) write about museum?

A) Museum collect and preserve our objects and materials. religious, cultural and historical value. They are a good source of entertainment. these museum values to present and promotion our cultural heritage. museum are a store house of old antiques, sculptures, objects history



Section-C

12) write about the strategies of A.P. Tourism Development?

A) The government of Andhra Pradesh intends to build world-class luxury resorts and other tourism infrastructure, attract large scale investments, develop unique products and position the state as a preferred tourism destination. A tourism strategy is designed to highlight a destination's best aspects, such as food and history, while also offering solutions to tourism challenges that a destination might face, such as limited infrastructure.



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of
it encompasses efforts to attract visitors, improve amenities, and foster sustainable growth in the tourism industry, ultimately contributing to economic prosperity and cultural exchange.

They are some ways to keep your tourism market knowledge up-to-date.

1) Travel insights with Google.

2) Tourism trade shows.

3) online tourism information sources, e-newsletters, and Podcasts.

4) social media.

5) knowledge sharing sessions.

strategic tourism planning is an essential tool for the development and management of sustainable and competitive tourism destinations, since it allows a territory to achieve tourism objectives based on a vision; manage and value its resources and attractions; identify challenges and propose solutions and ultimately



Our Process for travel and tourism marketing strategy

Planning has

- 1) Research and Discovery
- 2) Situational Analysis
- 3) Goals and objectives
- 4) Audience and strategy
- 5) Tactical plan
- 6) Measurement and action plan

The tourism, the act and process of spending time away from home in pursuit of recreation, relaxation and pleasure, while making use of the commercial provision of services.



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Section - A

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Section - B



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