

Workload of Certificate course

**Tourism Growth and Development**

(30 hours)

Sl. No	TOPIC	HOURS
1	Introduction to Tourism	6
2	Main Tourist Destinations in Andhra Pradesh	6
3	Strategies of Andhra Pradesh Tourism Development	6
4	Marketing and Promotion of Tourism	6
5	Skill Development and Capacity building in Tourism Sector	6



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



Name S. John Class 10 No. .....

Subject ..... Paper ..... Page No. ..... Date .....

(Please write on both sides of the paper)

## Section - A

39  
50

1) Write about Tourism?

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, Buntari, Chittoor, Srisaillam, 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 of tourism and potential and to tourist arrivals the union of AP tourism is to establish the state as a globally reorganization destination for tourism objectives of tourism state:

- 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, Kalan Kani wares, bride wares, 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 and promoting responsible tourism practices among all state holders.



9) write about tourism Promotion Board?

A) Andhra Pradesh tourism Development Corporation is a state tourism promotion means activities. and expend it was 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) Help line center
- 6) online information.

11) write about museum?

A) museum collect and preserve our objects and materials of 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 artefacts, sculptures, objects history.

### Section - C

2

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 in future. attract large scale investments, develop unique products and position the state as a preferred tourism destination. 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.



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 to in pursuit of

recreation, relaxation and pleasure, while making use of the commercial provision of services.