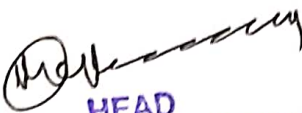


Andhra Christian College :: Guntur
(Day, Evening & P.G.)

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.