

2019-20

History Department has conducted the inauguration of certificate course in 'Travel & Tourism Management in India' held from 01-12-2019 onwards at VOTDC (W), Visakhapatnam.

Course title: Travel & Tourism Management in India

Duration of the course: 30 days

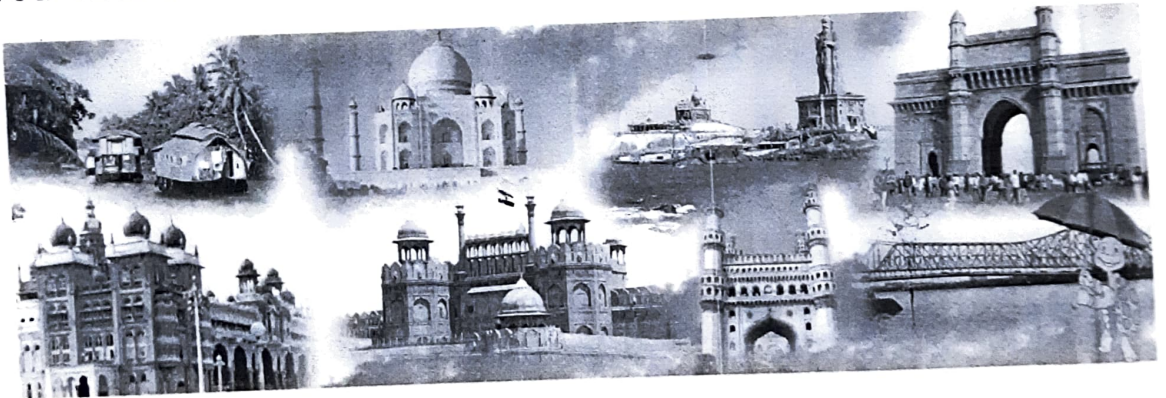
Classes taken by: S. Rajesh.

Lecturer in History
St. Joseph's College for
Women, Visakhapatnam

Visakha Govt. Degree College for Women



CERTIFICATE COURSE ON TRAVEL & TOURISM MANAGEMENT IN INDIA



OBJECTIVES:

1. Analyze India's Tourist Potential and Significance of Tourism
2. Creating a Regional and National Identity
3. To Create awareness and Understanding of different Cultures
4. To Create awareness on Domestic Tourism
5. Habitat Preservation
6. Economic Development and Re-generation

Course Coordinator
Kum. K. Venkatamma
Lecturer In history

Faculty
S. RAJESH
PG DIPLOMA IN TRAVEL AND TOURISM
MANAGEMENT
LECTURER IN HISTORY
St. Joseph's Colleg for Women
VISAKHAPATNAM

Course Director
Dr. S. Shobha Rani
Principal

VISAKHA GOVT. DEGREE COLLEGE FOR WOMEN.

DEPARTMENT OF HISTORY

CERTIFICATE COURSE

ON

TRAVEL AND TOURISM MANAGEMENT

Duration: 30 Hours

Syllabus

I: INTRODUCTION OF TOURISM, NATURE, SCOPE AND IMPORTANCE OF TOURISM.

II: TYPES OF TOURISM, CULTURAL, ECO, ENVIRONMENT, PILGRIM, VILLAGE, HOLIDAY, SPORTS, HERITAGE, DOMESTIC AND FOREIGN TOURISMS.

III: IMPORTANT TOURIST PLACES IN INDIA, HISTORICAL, HERITAGE, PILGRIM SITES

IV: TOURIST FACILITIES, HOSPITALITY AND TRANSPORT. VISA AND PASS PORT

V: TOURIST GUIDE, TOUR OPERATOR, TRAVEL AGENTS AND THEIR DUTIES.

19/12/19	20/12/19	21/12/19	22/12/19	23/12/19
Sk. Tanzil	Sk. Tanzil	Sk. Tanzil	Sk. Tanzil	Sk. Tanzil
P. Lichitta	P. Lichitta	P. Lichitta	P. Lichitta	P. Lichitta
M. Nazanna	M. Nazanna	M. Nazanna	M. Nazanna	M. Nazanna
D. Yasasuni	D. Yasasuni	D. Yasasuni	D. Yasasuni	D. Yasasuni
L. Maureka	L. Maureka	L. Maureka	L. Maureka	L. Maureka
A. Sumitho	A. Sumitho	A. Sumitho	A. Sumitho	A. Sumitho
B. Swathi	B. Swathi	B. Swathi	B. Swathi	B. Swathi
D. Kastur	D. Kastur	D. Kastur	D. Kastur	D. Kastur
G. V. Ratnam	G. V. Ratnam	G. V. Ratnam	G. V. Ratnam	G. V. Ratnam
G. Priffi	G. Priffi	G. Priffi	G. Priffi	G. Priffi
T. Rajalambe	T. Rajalambe	T. Rajalambe	T. Rajalambe	T. Rajalambe
J. Sritulaceni	J. Sritulaceni	J. Sritulaceni	J. Sritulaceni	J. Sritulaceni
R. Mowika	R. Mowika	R. Mowika	R. Mowika	R. Mowika
K. Durga	K. Durga	K. Durga	K. Durga	K. Durga
K. Teja Sri	K. Teja Sri	K. Teja Sri	K. Teja Sri	K. Teja Sri
M. Nookavan	M. Nookavan	M. Nookavan	M. Nookavan	M. Nookavan
K. Priyank	K. Priyank	K. Priyank	K. Priyank	K. Priyank
M. Dhanu	M. Dhanu	M. Dhanu	M. Dhanu	M. Dhanu
P. Sri udayani	P. Sri udayani	P. Sri udayani	P. Sri udayani	P. Sri udayani
N. Valalakshi	N. Valalakshi	N. Valalakshi	N. Valalakshi	N. Valalakshi
P. Pooiyamb	P. Pooiyamb	P. Pooiyamb	P. Pooiyamb	P. Pooiyamb
R. Dhage	R. Dhage	R. Dhage	R. Dhage	R. Dhage
S. Nandhini	S. Nandhini	S. Nandhini	S. Nandhini	S. Nandhini
S. Lavanyadevi	S. Lavanyadevi	S. Lavanyadevi	S. Lavanyadevi	S. Lavanyadevi
T. Kyanmayi	T. Kyanmayi	T. Kyanmayi	T. Kyanmayi	T. Kyanmayi
K. Bhargava	K. Bhargava	K. Bhargava	K. Bhargava	K. Bhargava
M. Dhage Sri	M. Dhage Sri	M. Dhage Sri	M. Dhage Sri	M. Dhage Sri
K. Mahalaxmi	K. Mahalaxmi	K. Mahalaxmi	K. Mahalaxmi	K. Mahalaxmi
D. Anjali	D. Anjali	D. Anjali	D. Anjali	D. Anjali
B. Sukanya	B. Sukanya	B. Sukanya	B. Sukanya	B. Sukanya

24/12/19	25/12/19	26/12/19	27/12/19	28/12/19
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VISAKHA GOVT. DEGREE COLLEGE (W), VISAKHAPATNAM

Department of History

Assessment Test (Travel and Tourism Management in India Course) 2019-20

- 1) The main aim of the tourism industry in India is
 - a) To spread word of month & create repeat visitors
 - b) To spread word of month
 - c) Create repeat visitors
 - d) None of these.

- 2) BRIC includes Russia, India, China and-----
 - a) Bharma b) Brazil c) Bangladesh d) None of these

- 3) Written or electronic mail sent to prospective customer is known as
 - a) Direct mail b) Indirect mail c) Personal Mail d) None of these

- 4) The process of selling of a product through publicity is called
 - a) Marketing b) Segmentation c) Advertisement d) Promotion

- 5) A tourism policy includes
 - a) Rules b) Regulations c) Objectives and strategies d) All of the above

- 6) Internal tourism includes
 - a) Domestic & Inbound tourism b) Inbound tourism c) Domestic tourism d) Outbound tourism

- 7) National tourism includes

8) Visitors spending at least three hours away from home outside their usual environment for leisure but not staying away overnight is known as

a) Leisure day visitor b) Twisty c) Same day visitor d) None of these.

9) The process of grouping people within a market according to similar needs, characteristics, or behavior is known as

a) Tourism marketing b) Segmentation c) Targeting d) None of these

10) When a visitor travels in his country of residence, he is a-----visitor

a) Domestic b) International c) Inbound d) Out bound

11) Indian Government took its first tourist marketing initiative through the incredible India campaign in

a) 2001 b) 2000 c) 1999 d) 2002.

12) A person who travels on foot is known as

a) Pouching b) Way Tarer c) Cosmopolitan d) None of these

13) Illegal hunting of animals or land is under official protection, is known as

a) Pouching b) Cosmopolitans c) Way Tarer d) None of these.

14) The combination of geographic and demographic segmentation is known as

a) Geodemographic b) Psychographic c) Segmentation d) None of these

15) The national tourism policy was drafted in

- a) 1997 b) 1998 c) 2000 d) 1996

16) The first tourism policy was implemented in

- a) 1980 b) 1982 c) 1981 d) 1983

17) The Sergeant committee was appointed in

- a) 1945 b) 1950 c) 1955 d) 1956

18) WTTC was established in

- a) 1990 b) 1980 c) 1970 d) 1960

19) A person who moves from one location to another is known as ----

- a) Tourist b) Traveler c) Inbound tourist d) Out bound tourist

20) A person who is travelling a place for pleasure is known as

- a) Tourist b) Traveler c) Inbound tourist d) None of these

21) Net travel propensity measures-----

- a) Total number of trips b) Total number of tourists c) Total number of persons who take at least one trip
d) None of these.

22) Which travel propensity measures total number of trips

- a) Gross travel propensity b) Travel measurement c) Net travel propensity d) None of these

23) The value statistics measures

a) Tourist expenditure b) Twists days c) Accommodation d) None of these.

24) Which statistics measures tourism trips

a) Value statistics b) Volume statistics c) Expenditure statistics d) None of these

25) . Which demand refer o the demand for goods that are needed for final consumption

a) Direct demand b) Derived Demand c) Indirect Demand d) None of these

26. A category of population who do not take part in travel is known as

a) Potential demand b) Suppressed demand c) Deferred demand d) No demand

27. Suppressed demand includes potential demand and----- demand

a) Deferred demand b) Direct demand c) Suppressed demand d) None of these.

28. Which demand comprises of category of people who do not travel for samereason

a) Suppressed demand b) No demand c) Effective demand d) Actual demand

29. A country is mainly benefited from tourism by the -----

a) Tourist expenditure b) Tourist travel c) Accommodation d) None of these.

30. Which is the most important economic benefit of tourism

a) Increase in employment b) Increase in production c) Foreign exchange d) None of these.

31. Tourism demand measurement is referred as -----

a) Tourism statistics b) Tourism marketing c) Tourism segmentation d) None of these.

32) Which demand is not derived or induced

a) Indirect demand b) Perishable demand c) Direct demand d) Autonomous demand

33) When the demand for a product is tied to the purchase of some parent product, it is known as

a) Induced demand b) Autonomous demand c) Actual demand d) Direct demand

34. Induced demand is also known as

a) Derived demand b) Autonomous demand c) Direct demand d) None of these.

35. Which is the critical determinant of tourism demand

a) Race of gender b) Mobility c) Income d) Education

36. Which is not considered in value statistics

a) Payments to international airlines b) Payments to domestic airlines c) Payments to Accommodation d) None of these.

37. Which statistics measures the characteristics of visitor and of the visit.

a) Value statistics b) Volume statistics c) Expenditure statistics d) Visitor Profile statistics

38. a visitor who stays in the country visited for at least one night is known as -----

a) Visitor b) Resident c) Tourist d) None of these.

39. The demand for a given brand of product or service is known as-----

a) Selective demand b) Primary demand c) Usual demand d) None of these.

40. Which of the following is not a major component of tourism.

a) Transport b) Accommodation c) Tour operators d) Shops

ANSWERS

1.	A	11.	D	21.	C	31.	A
2.	B	12.	B	22.	A	32.	D
3.	A	13.	A	23.	A	33.	A
4.	D	14.	A	24.	B	34.	A
5.	D	15.	A	25.	A	35.	A
6.	A	16.	B	26.	D	36.	A
7.	C	17.	A	27.	A	37.	D
8.	C	18.	A	28.	A	38.	C
9.	B	19.	B	29.	A	39.	A
10	A	20	A	30	C	40	D

Assessment Result

Students Enrolled

Page No: _____

Date: _____

Mark secured _____

1.	S.K. Tanzi	36
2.	P. Likhitha	35
3.	M. Maramma	27
4.	D. Yasaswini	29
5.	I. Mounika	26
6.	A. Susmitha	31
7.	B. Swathi	32
8.	D. Kasturi	30
9.	G. Venkatasratnam	29
10.	G. Bujji	32
11.	T. Rajulamamma	37
12.	J. Sri Tulasidevi	30
13.	R. Mounika	32
14.	K. Durga	31
15.	K. Tejaswini	28
16.	M. Nookasratnam	28
17.	K. Priyank	31
18.	M. Dhanurajaya	30
19.	N. Varalakshmi	32
20.	P. Priyanka	27
21.	P. Sri Udayini	29
22.	R. Bhagya	29
23.	S. Nandini	30
24.	S. Lavanya Devi	36
25.	T. Kirammaji	35
26.	V. Kanya Bhevari Susri	26
27.	M. Bhagya Sri	29
28.	K. Mahalakshmi	29
29.	D. Anjali	27
30.	B. Sukanva	30

Summary Report

Date: _____

Tourism and Travel Management is playing a good role in new a days economy in India. It shows more employment opportunities to youth and it helps them to become entrepreneurs.

A certificate course on Tourism and travel management has been conducted by the department of history, Visakha, Govt. Degree College for Women from 01-12-2019 to 30-12-2019 with duration of 30 hours for B.A. (HEP) students.

Skill-outcomes :-

- Students got expertise to arrange tours
- Able to start transport agency
- Able to implement new methods in Tourism Industries

Employment Opportunities:

- Students can get jobs in Tourism Industries
- Students can start their own tourism business

An external faculty Mrs. S Rajesh
Assistant Professor in History from
St. Joseph's College for Women, Visakhapatnam

has been engaged the course and 30 students attended the course.

The course content mainly focused

on

- ① Introduction to Tourism
- ② Guideship
- ③ Types of Tourism
- ④ Heritage Sites in India
- ⑤ To start hotel industry
- ⑥ Hospitality and transport
- ⑦ Visa and passport

Written exam for 40 marks has been conducted at the end of the course to assess the outcomes where in all students attempted the assessment and completed the course successfully.