

## **DEPARTMENT OF TOURISM AND TRAVEL**

### **COURSE OUTCOMES: B.A. TOURISM AND TRAVEL**

#### **BA Semester I DISCIPLINE SPECIFIC CORE (DSC) COURSE: Business of Tourism Course code: TOC 101**

After completing the course, the student will be able to:

CO 1: Gain knowledge about the history and evolution of tourism.

CO 2: Understand the adverse effect/affect of tourism.

CO 3: Analyse the tourist statistics

CO 4: Know the tourism system.

#### **BA Semester II DISCIPLINE SPECIFIC CORE (DSC) COURSE: Tourism Products Course Code: TOC 102**

After completing the course, the student will be able to:

CO 1: Understand and study tourism product in India.

#### **BA Semester III DISCIPLINE SPECIFIC CORE (DSC) COURSE: Tourism Marketing I Course Code: TOC103**

After completing the course, the student will be able to:

CO 1: Gain knowledge about tourism marketing.

CO 2: Identify challenges of tourism marketing.

CO 3: Be familiar with marketing environment and understand Marketing management in Tourism.

CO 4: Understand Market Segmentation, targeting and positioning of tourism products and demand forecasting.

#### **BA Semester IV DISCIPLINE SPECIFIC CORE (DSC) COURSE: Travel Agency Operation and Accommodation Course Code: TOC104**

After completing the course, the student will be able to

CO 1: Understand Air, Sea and Road Travel

CO2: Describe the types of Travel Agencies and their rules and regulations

CO3: Know about tourism and travel regulatory organisations

CO4: Understand Accommodation sector.

**BA Semester V DISCIPLINE SPECIFIC CORE (DSC) COURSE: Entrepreneurship Development** **Course Code: TOD 104**

After completing the course, the student will be able to:

CO 1: Develop entrepreneurial skills in the tourism and travel industry.

CO 2: Analyse market survey in tourism

CO 3: Understand the rules and categories of entrepreneurs

CO 4: Develop business plans in the tourism and travel industry.

**BA Semester VI DISCIPLINE SPECIFIC CORE (DSC) COURSE: Sustainable Development of Tourism** **Course Code: TOD 105**

After completing the course, the student will be able to:

CO 1: Understand the Dimensions of Sustainable Tourism

CO 2: Know Sustainable Tourism in Different Geographical Context

CO 3: Understand Sustainable Tourism and Functional Management.

**BA Semester V DISCIPLINE SPECIFIC CORE (DSC) COURSE: Tourism Development** **Course Code: TOD 102**

After completing the course, the student will be able to:

CO 1: Recognise various tourism organization.

CO 2: Describe different causes for the rapid growth of tourism.

CO 3: Identify various schemes by central and state Govt.

CO 4: Study various National policies in tourism.

CO 5: Improve and expand tourism products.

**BA Semester VI DISCIPLINE SPECIFIC CORE (DSC) COURSE: Emerging Trends in Tourism** **Course Code: TOD 103**

After completing the course, the student will be able to:

CO 1: Understand the types of tourism

CO 2: Critically analyse new issues and challenges

CO 3: Examine the future growth of the Indian tourism industry

