

**M.E.S. Vasant Joshi College of Arts and Commerce, Zuarinagar-Goa**

**Academic Year 2024-2025**

**DEPARTMENT OF TOURISM AND TRAVEL**

**COURSE OUTCOMES FROM SEMESTER I TO SEMESTER IV UNDER NEP 2020**

**B.A. SEMESTER I**

**Tourism and Travel Major- Economics of Tourism**

**Course Code: BTT-100**

The student will be able to:

CO 1. Identify the characteristics of the tourism market

CO 2. Identify the effects of tourism on national economics

CO 3. Identify tourism and supply

CO 4. Demonstrate various tourism policy drafted by the administrative.

**Tourism and Travel MC - Airlines Ticketing and Information in Tourism**

**Course Code: BTT-131**

The student will be able to:

CO-1. Explain the evolution of the air transport industry.

CO-2. List the essential elements of ticketing.

CO-3. Describe the policies and procedures for air transport and ticketing.

CO-4. Interpret the air ticketing policies from an e-ticket.

**B.A SEMESTER II**

**Tourism and Travel Minor- Tourism Products of India**

**Course Code: BTT 112**

The students will be able to :

CO-1. Explain the relevance of tourism products for tourism development in India.

CO-2. Compare the natural, cultural, and manmade attractions of tourism.

CO-3. Identify the strategies for the development of tourism products.

**Tourism and Travel MC- Digital Marketing in Tourism**

**Course Code: BTT 132**

The students will be able to:

CO-1. Explain a digital marketing plan.

CO-2. Define the elements of web pages.

CO-3. Identify online marketing tools.

CO-4. Design a website.

### **B.A SEMESTER III**

#### **Tourism and Travel Minor - Tour Hosting**

**Course Code: BTT-211**

The students will be able to :

CO-1. Distinguish between the duties and responsibilities of a tour guide, host, and escort.

CO-2. List and describe the local tourist destinations.

CO-3. Take up hosting services for tourists.

CO-4. Identify the regulations required in tour hosting.

### **B.A SEMESTER IV**

#### **Tourism and Travel Minor – Adventure Tourism**

**Course Code: BTT-221**

The students will be able to :

CO-1. List the elements of adventure tourism

CO-2. Identify the management and marketing techniques to promote adventure tourism.

CO-3. Identify and analyse various adventure activities and their associated risks.

CO-4. Analyse the economic, social and environmental impacts of adventure tourism.

### **B.A. COURSE OUTCOMES SEMESTER V & SEMESTER VI UNDER CBCS**

#### **B. A. SEMESTER V**

##### **Entrepreneurship Development I- DISCIPLINE SPECIFIC CORE (DSC) COURSE:**

**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.

##### **Tourism Development DISCIPLINE SPECIFIC CORE (DSC) COURSE**

**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.

**IT and Communication in Tourism DISCIPLINE SPECIFIC CORE (DSC) COURSE:**  
**Course Code: TOC 105**

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

CO 1: Understand ICT in Tourism and various aspects of E- tourism

CO 2; Analyse the impact of E tourism on travel markets.

CO 3: Understand E-tourism distribution, E-market research and trends in tourism behaviour.

CO 4: Describe SMART tourism, various travel apps, payments gates and accommodation apps.

**B. A. SEMESTER VI**

**Tourism Marketing II DISCIPLINE SPECIFIC CORE (DSC) COURSE**

**Course Code: TOC 106**

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

CO 1: Gain knowledge about Tourism Marketing

CO 2: Describe the attributes in Tourism Marketing

CO 3: Understand the process of Tourism Marketing

**Sustainable Development of Tourism DISCIPLINE SPECIFIC CORE (DSC) COURSE:**  
**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

**Emerging Trends in Tourism DISCIPLINE SPECIFIC CORE (DSC) COURSE**

**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



  
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