

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

**Academic Year 2025-2026**

**DEPARTMENT OF TOURISM AND TRAVEL**  
**COURSE OUTCOMES FROM SEMESTER I TO SEMESTER VI**

**B.A. SEMESTER I**

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

**Course Code: BTT-100**

After completing the course, 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.

**B.A. SEMESTER I Tourism and Travel MC - Airlines Ticketing and Information in Tourism**

**Course Code: BTT-131**

After completing the course, 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**

After completing the course, 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**

After completing the course, 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 Major - Information and Communication Technology in Tourism** **Course Code: BTT-200**

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

CO-1. Understand the role of Information Technology (IT) in the tourism sector and its impact on various aspects of the industry including marketing, operations, and customer service.

CO-2. Acquire proficiency in using relevant IT tools and software applications commonly used in the tourism industry.

CO-3. Learn about digital marketing strategies specific to the tourism industry.

CO-4 Learn to analyse tourism-related data using IT tools and techniques

**Tourism and Travel Minor - Tour Hosting**

**Course Code: BTT-211**

After completing the course, the student 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 Major 1 - Travel Agency and Tour Operations Course Code: BTT-201**

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

CO1. Identify the importance and role of travel agency in tourism.

CO2. Understand the basic functions of tour operations.

CO3. Gain knowledge on tourism and travel regulatory organisations.

CO4. List the travel formalities and regulations.

**Tourism and Travel Major 2 - Tourism Marketing**

**Course Code: BTT-202**

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

CO1. Understand the framework for tourism marketing and evaluate marketing strategies.

CO2. Learn the concept and structure of distribution channels.

CO3. Analyze the different types of tourism products and methods of price fixation.

CO4. Gain knowledge on tourism promotion and promotional tools in tourism.

**Tourism and Travel Major 3 - Ethical, Legal and Regulatory Aspects of Tourism**

**Course Code: BTT-203**

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

- CO1. Understand importance of ethics in the tourism sector.  
CO2. Understand the Laws, Acts and Regulations in tourism.  
CO3. Understand the documentation for domestic and international traveler.  
CO4. Describe the legal frameworks that regulate the tourism industry at local, national, and international levels.

**Tourism and Travel Minor – Adventure Tourism**      **Course Code: BTT-221**

After completing the course, the student 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**

**B. A. SEMESTER V Minor- Rural Tourism**      **Course Code: BTT-321**

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

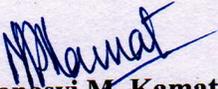
- CO1. Describe the economic dimensions of rural tourism.  
CO2. Identify the importance of culture and heritage in rural tourism.  
CO3. Assess the economic sustainability of rural tourism initiatives.  
CO4. Explain the importance of community engagement for rural tourism.

**B. A. SEMESTER V Minor- Event Management in Tourism**      **Course Code: BTT-322**

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

- CO1. Describe the role of events in promoting tourism.  
CO2. Explain the process of event marketing and management.  
CO3. Select effective marketing techniques for tourism events.  
CO4. List the benefits of conventions.



  
**Dr. Manasvi M. Kamat**  
**Professor and Principal**