

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA

A College with Potential for Excellence

NAAC Accredited & ISO 9001: 2015 Certified



PROGRAMME REGISTER

2020-2023

DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT

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PROGRAMMES OFFERED

S.No.	Programme	Combination offered	Programme Code
1	B.A.	Tourism and Travel Management, History and English Literature	103

PROGRAMME OUTCOME

(POs) 2020-2023

At the end of the programme students will have:

PO1: Essential Knowledge:

Comprehensive discipline knowledge and understanding, the ability to engage with different schools of thought and to apply their knowledge in practice including in multi-disciplinary or multi-professional contexts.

PO2: Creative and critical thinking and problem solving abilities:

Be effective problem solvers, able to apply critical and evidence-based thinking to conceive innovative responses to future challenges.

PO3: Teamwork and communication skills:

Be able to convey ideas and information effectively to a range of audiences for a variety of purposes and contribute in a positive and collaborative manner to achieving common goals.

PO4: Motivation and preparation in life-long learning:

Exhibit life-long skills; broad based multiple career oriented general skills; self and field based learning skills; digital skills; social responsibility and compassionate commitment; preparedness for living, learning and working in any environment

PO5: Professionalism and leadership readiness:

Be able to engage in professional behaviour and have the potential to be entrepreneurial and take leadership roles in their chosen occupations and communities.

PO6: Intercultural and ethical competency:

Be responsible and effective global citizens whose personal values and practices are consistent with their roles as responsible members of society.

PO7: Self-awareness and emotional intelligence:

Be self-aware and reflective, flexible and resilient and act with integrity and take responsibility for their actions as empowered women.

PO8: Social responsibility:

Be sensitive to and demonstrate agency in matters of environment, gender and other social issues to promote an equitable society.

PROGRAMME SPECIFIC OUTCOMES

(PSOs)2020-2023

At the end of the Programme the student will be able to

PSO1: Demonstrate fundamental knowledge of domain areas.

PSO2: Acquire competence to apply and communicate principles, techniques and skills to analyze and interpret texts and data and draw conclusions.

PSO3: Demonstrate problem-solving skills in real life situations by drawing from imbibed theories and principles

PSO4: Develop communicative competence, creative and critical thinking, practical, technical and employability skills, social sensibility and responsibility.

Course Outcomes (COs) 2020-2023

S.No.	Sem	Course Code	Course Title	Course Outcomes (COs)
1	SEM I	20TTCCCT14	Concepts and Impacts of Tourism	CO1: Explain the nature, concept and scope of tourism
				CO2: Explain the types and typologies of tourism
				CO3: Summarize the growth of tourism over the ages.
				CO4: Explain the role of various sectors of tourism
				CO5: Relate the socio-economic impact of tourism.

2	SEM I SDC	20SDCTG2	Tourism Guidance	CO1: Explain the basic concepts of tourism and tourism guidance.
				CO2: Apply tourism guidance concepts to manage group tours.
				CO3: Demonstrate guest relation management, leadership and social skills

3	SEM II	20TTCCCTR24	Tourism Resources of India	CO1: Explain the importance of tourism resources to the development and promotion of tourism
				CO2: Summarize the cultural and natural resources of Andhra Pradesh
				CO3: Explain the existing infrastructure conducive to the development of Tourism
				CO4: Explain the impact of tourism on the environment.
				CO5: Relate the socio-economic impact of Tourism

4	SEM II	20LSCGS2	Gender Studies	CO1: Explain the concept of gender and its social construction
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				<p>CO2: Outline the challenges faced by women and legal protection.</p> <p>CO3: Explain the role of education and employment in women's empowerment</p>
5	SEM III	20TTCCTT34	Travel and Tourism Management	<p>CO 1: Explain the functions of the travel agencies and tour operators.</p> <p>CO 2: Understand the concept of tour packaging and itinerary preparation.</p> <p>CO 3: Explain the concept and relevance of management to tourism</p> <p>CO 4: Relate the role of various travel organizations in the promotion of tourism</p> <p>CO 5: Explain the concepts of accommodation management and types of accommodation</p>

6	SEM IV	20TTCCTP44	Tourism Policy, Planning and Development	<p>CO1: Explain the nature, types and importance of tourism planning</p> <p>CO 2: Comprehend the various planning approaches for different forms of tourism</p> <p>CO 3: Assess the tourism planning and policies of Government of India.</p> <p>CO 4: Remember the various tourism resources of Andhra Pradesh</p> <p>CO 5: Analyze the tourism policies of Andhra Pradesh and its initiatives.</p>
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7	SEM IV	20TTCCTM44	Tourism Marketing	<p>CO1: Explain the concept and terminology of marketing</p> <p>CO2: Explain the concepts of marketing research, primary and secondary data</p> <p>CO3: Relate the concept of marketing mix in the tourism industry</p> <p>CO4: Outline the major tools of promotion mix and factors influencing the distribution policy.</p> <p>CO5: Summarize the necessary attributes for an ideal tourist destination and its creation</p>
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No.	Sem	Course Code	Course Title	Course Outcomes (COs)
8	SEM V/VI (Set 1)	20TTSEC11P T4	Package Tours	CO 1: Understand the importance of Package Tours
				CO 2: Relate the components of tour package
				CO 3: Learn various steps in tour package
				CO 4: Learn about Itinerary preparation
				CO 5: Learn about tour operation documentation
9	SEM V/VI (Set 1)	20TTSEC12C H4	Cargo Handling	CO1: Understand the importance of civil aviation in India.
				CO2: Learn about air transport operators like AITA & ICAO
				CO3: Learn about International carriage of cargo regulations
				CO4: Understand the terminology related to cargo handling.
				CO5: Learn about Cargo operations, rates and charges

10	SEM V/VI (Set 2)	20TTSEC 21GT4	Geography for Tourism	CO1: Understand the importance of geography to Tourism.
				CO2: Describe important tourist attractions around the World
				CO3: Relate the elements of weather and climate to Tourism.
				CO4: Understand the geographical features and tourist destinations in India
				CO5: Study the map of India with major Tourist destinations and circuits
11	SEM V/VI	20TTSEC22HM 4	Hotel Managem ent	CO1: Understand the importance of the Hospitality industry.
				CO2: Learn about Hotel organization and Front Office
				CO3: Learn about Food and Beverage service
				CO4: Learn about the importance of House keeping
				CO5: Learn about Behavior Management
12	SEM V/VI	20TTSEC31HT 4	History of Tourism	CO1: Understand the History of Tourism as a new discipline
				CO2: Relate the basic concepts of tourism.
				CO3: Learn about tourism in ancient & medieval period.
				CO4: Understand tourism and urbanization.
				CO5: Learn about tourism development.
13	SEM V/VI	20TTSEC32ET 4	Evolution of Tourism	CO1: Relate the major social movements to tourism.
				CO2: Understand the evolution of tourism
				CO3: Learn about the phenomenon of tourism
				CO4: Learn about tourism as a globalized system.
				CO5: Learn about types of accommodations.

Mapping of COs with PSOs & POs

S.No	Sem	Course Code	Course Title	COs	PSOs	POs
1	I	20TTCCCT14	Concepts and Impacts of Tourism	CO1	PSO1, PSO2, PSO3	PO1, PO2, PO3
				CO2	PSO1, PSO2, PSO3	PO1, PO2, PO3
				CO3	PSO1, PSO2, PSO3	PO1, PO2, PO3
				CO4	PSO1, PSO2, PSO3	PO1, PO2, PO3,
				CO5	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO5, PO6, PO8
2	I	20SDCTG2	Tourism Guidance	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8
				CO2	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8
				CO3	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8
3	II	20TTCCTR24	Tourism Resources of India	CO1	PSO1, PSO2, PSO3	PO1, PO2, PO3
				CO2	PSO1, PSO2, PSO3	PO1, PO2, PO3
				CO3	PSO1, PSO2, PSO3	PO1, PO2, PO3
				CO4	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO5, PO6, PO8
				CO5	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO5, PO6, PO8
4	II	20LSCGS2	Gender Studies	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8
				CO2	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8
				CO3	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8
5	III	20TTCCTT34	Travel and Tourism Management	CO1	PSO1, PSO2, PSO3	PO1, PO2, PO3
				CO2	PSO1, PSO2, PSO3	PO1, PO2, PO3
				CO3	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO5, PO6, PO8
				CO4	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO5, PO6, PO8
				CO5	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO5, PO6, PO8

6	IV	20TTCCTP44	Tourism Policy, Planning and Development	CO1	PSO1, PSO2, PSO3	PO1, PO2, PO3
				CO2	PSO1, PSO2, PSO3	PO1, PO2, PO3
				CO3	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO5, PO6, PO8
				CO4	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO5, PO6, PO8
				CO5	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO5, PO6, PO8
7	IV	20TTCCTM44	Tourism Marketing	CO1	PSO1, PSO2, PSO3	PO1, PO2, PO3
				CO2	PSO1, PSO2, PSO3	PO1, PO2, PO3
				CO3	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO5, PO6, PO8
				CO4	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO5, PO6, PO8
				CO5	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO5, PO6, PO8

8	V/VI	20 TTSEC 11 PT3	Package Tours	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7, PO8
				CO2	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7, PO8
				CO3	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7, PO8
				CO4	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7, PO8
				CO5	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7, PO8

9	V/VI	20TTSEC12CH3	Cargo Handling	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7, PO8
				CO2	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7, PO8
				CO3	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7, PO8
				CO4	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7, PO8
				CO5	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7, PO8

10	V/VI	20TTSEC21GT 3	Geography for Tourism	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7, PO8
				CO2	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7, PO8
				CO3	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7, PO8
				CO4	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7, PO8
				CO5	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7, PO8

11	V/VI	20TTSEC22HM 3	Hotel Management	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7, PO8
				CO2	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7, PO8
				CO3	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7, PO8

				CO4	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7, PO8
				CO5	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7, PO8

12	V/VI	20TTSEC31HT3	History of Tourism	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7, PO8
				CO2	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7, PO8
				CO3	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7, PO8
				CO4	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7, PO8
				CO5	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7, PO8

13	V/VI	20TTSEC32ET3	Evolution of Tourism	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7, PO8
				CO2	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7, PO8
				CO3	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7, PO8
				CO4	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7, PO8
				CO5	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO7, PO8

Mapping of Courses with PSOs

Course Title	Course Code	PSO1	PSO2	PSO3	PSO4
Concepts and Impacts of Tourism (CT)	20TTCCCT14	✓	✓	✓	✓
Tourism Guidance (TG)	20SDCTG2	✓	✓	✓	✓
Tourism Resources of India (TR)	20TTCCCTR24	✓	✓	✓	✓
Gender Studies(GS)	20LSCGS2	✓	✓	✓	✓
Travel and Tourism Management(TT)	20TTCCCTT34	✓	✓	✓	
Tourism Policy, Planning and Development (TP)	20TTCCCTP44	✓	✓	✓	✓
Tourism Marketing (TM)	20TTCCCTM44	✓	✓	✓	✓
Package Tours (PT)	20TTSEC11PT4	✓	✓	✓	✓
Cargo Handling (CH)	20TTSEC12CH4	✓	✓	✓	✓
Geography for Tourism (GT)	20TTSEC21GT4	✓	✓	✓	✓
HotelManagemnt (HM)	20TTSEC22HM4	✓	✓	✓	✓
History of Tourism (HT)	20TTSEC31HT4	✓	✓	✓	✓
Evolution of Tourism (ET)	20TTSEC32ET4	✓	✓	✓	✓

Mapping of Courses with POs

Course	PO1 Essential Knowledge	PO2 Creative and critical thinking and problem solving abilities	PO3 Teamwork and communication skills	PO4 Digital capabilities	PO5 Professionalism and leadership readiness	PO6 Intercultural and ethical competency	PO7 Self-awareness and emotional intelligence	PO8 Social Responsibility
CT	✓	✓	✓	-	✓	✓	-	✓
TG	✓	✓	✓	✓	✓	✓	✓	✓
TR	✓	✓	✓	-	✓	✓	-	✓
GS	✓	✓	✓	✓	✓	✓	✓	✓
TT	✓	✓	✓	-	✓	✓	-	✓
TP	✓	✓	✓	-	✓	✓	-	✓
TM	✓	✓	✓	-	✓	✓	-	✓
PT	✓	✓	✓	✓	✓	-	✓	✓
CH	✓	✓	✓	✓	✓	-	✓	✓
GT	✓	✓	✓	✓	✓	-	✓	✓
HM	✓	✓	✓	✓	✓	-	✓	✓
HT	✓	✓	✓	✓	✓	-	✓	✓
ET	✓	✓	✓	✓	✓	-	✓	✓