



ANDHRA UNIVERSITY

ఆంధ్ర విశ్వకళా పరిషత్

Accredited by NAAC with 'A' Grade ISO 9001: 2015 Certified

ONLINE CERTIFICATE COURSE PROMOTED BY CSC ACADEMY CENTERS

Online Course: Agro Tourism

Summary

Course Type:	Certificate
Duration:	3 Months
Category:	Management
Credit Points:	2
Level:	Undergraduate/Postgraduate
Eligibility:	Minimum 10 th Std Pass or ITI or a Polytechnic Diploma Holder or Above
Fees:	Rs. 1250/- (Rs. 500 Registration Fees and Rs. 1000 Course Fees)

Admission Batch for Certification Courses	Admissions in Month	All Assessments Completion through LMS
March	1st Mar, April, 30th May	July
June	1st June, July, 30th Aug	Oct
Sept	1st Sept, Oct, 30th Nov	Jan
Dec	1st Dec, Jan, 28th Feb	April

Course Layout

Chapter 1: Tourism in India

Meaning, Definition, - Types of tourism in India. - Status of Tourism in India. - Importance of Tourism, - Challenges of Tourism Industry.

Chapter 2: Agro-Tourism

Meaning, - Definition, - Importance, - Scope, - Types of Agro-Tourism, - Advantages of Agro- Tourism, - Problems of Agro-Tourism

Chapter 3: Establishment of Agro-Tourism

Government policies for Agro-tourism in India, - Basic requirement for starting agro-tourism in India, - Principles of Agro-tourism, - Process of registration and certifications

Chapter 4: Financial Management in Agro-tourism

Sources of Capital, - Fund generation, - Fixed and variable cost requirement, - Financial analysis in Agro-tourism, - Capital investment & Budgeting

Chapter 5: Resource Management

Human resources, - Natural resources and - Garbage management at Agro-tourism centre

Chapter 6: Marketing and Promotion

Marketing strategies for Agro-tourism products and services.
- Publicity of tourism - Advertisement and use of media, - Market planning in Agro-tourism - -

Chapter 7: Accounts and Record Keeping

Accounts and Record keeping in agro-tourism, - ICT in Agro-Tourism

Chapter 8: Entrepreneurship in Agro

Tourism - Meaning, - Definition, - Entrepreneurship and agro- tourism, - Entrepreneurship development, - Its role and functions

Chapter 9: Tourism organizations in India

MART, - MTDC, - ITDC

Chapter 10: Hospitality

Meaning, - Hospitality in Agro-tourism, - Communication skills, - SWOT analysis of AGRO-Tourism

Books and References

- Agri-Tourism, by Romila Chawla
- Rural Tourism by Prudhi R

CRITERIA TO GET A CERTIFICATE

- Continuous Evaluation – 25% weightage, Students need to complete 2 Assignments (MCQ Type) per Course through LMS
- Exam Score = 75% Weightage, Students to Attempt the Assessment through LMS – (MCQ Type)
- Passing Criteria – 40%

Only the e-certificate will be made available. Hard copies will not be dispatched. Thanks for your interest in our online courses and certification. Happy Learning.