

PROGRAMME SPECIFIC OUTCOME (PSO)

UNDERGRADUATE PROGRAMMES

B.Voc. Tourism and Hospitality Management



HENRY BAKER COLLEGE, MELUKAVU

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PS01	Context of Tourism: Contextualize tourism within broader cultural, environmental, political and economic dimensions of society. Critique tourism practices for their implications locally and globally.
PS02	Knowledge of Tourism: Interpret and evaluate tourism as a phenomenon and as a business system. Explain the diverse nature of tourism, including culture and place, global/local perspectives, and experience design and provision. Identify and assess relationships and networks relative to building tourism capacity.
PS03	Professional Skills: Apply relevant technology for the production and management of tourism experiences. Plan, lead, organize and control resources for effective and efficient tourism operations. Create, apply, and evaluate marketing strategies for tourism destinations and organizations. Develop and evaluate tourism policy and planning initiatives
PS04	Ethics and Values: Demonstrate commitment to ethical practices of tourism. Actively engage in the world as global citizens. Practice empathy and respect for diversity and multicultural perspectives. Apply principles of sustainability to the practice of tourism in the local and global context.
PS05	Research: Acknowledge one or more philosophical perspectives to knowledge creation. Evaluate and apply various research methods commonly used in the context of tourism. Propose and conduct a research project to inform tourism practice.
PS06	Communication: Select and deploy task-appropriate forms of oral, written, digital, and graphic communication. Value and practice active listening, critical thinking, and critical reading. Distinguish and produce forms of communication relevant to academia, business, government, and industry.