

SCHEME OF EXAMINATION FOR THE POST OF
TOURIST OFFICER

MAIN WRITTEN EXAMINATION



(Descriptive type) (PG Degree Standard)

Paper – I General Studies (300 Marks / 3 hours)

1. Modern history of India and Indian culture
2. Indian polity and emerging political trends across the world affecting India and geography of India
3. Administration of Union and States with special reference to Tamil Nadu
4. Current economic trends: Indian economy and impact of global economy on India
5. Socio economic issues in India / Tamil Nadu

Paper – II (300 Marks / 3 hours)

Tourism Principles and Practices

Paper – III (300 Marks / 3 hours)

Tourism Administration and operations

Interview & Record – 120 Marks

Total Marks : 300 + 300 + 300+ 120 = 1020

Minimum Qualifying Marks:

OC - 408

Other than OC - 306

SYLLABUS FOR THE POST OF TOURIST OFFICER

MAIN EXAMINATION (PG DEGREE STANDARD)

SUBJECT CODE: 218

PAPER –I: GENERAL STUDIES

UNIT – I:

MODERN HISTORY OF INDIA AND INDIAN CULTURE - Advent of European invasion- Expansion and consolidation of British rule - Effect of British rule on socio-economic factors - Social reforms and religious movements - India since independence - Characteristics of Indian culture - Unity in diversity - race, colour, language, custom - India - a secular state - Organizations for fine arts, dance, drama, music - Growth of rationalist, Dravidian movement in Tamil Nadu - Political parties and populist schemes - National renaissance - Early uprising against British rule - 1857 Revolt - Indian National Congress - Emergence of national leaders - Gandhi, Nehru, Tagore, Netaji - Growth of militant movements -Different modes of agitations - Era of different Acts & Pacts - World war & final phase struggle - Communalism led to partition - Role of Tamil Nadu in freedom struggle - Rajaji, VOC, Periyar, Bharathiar & Others.

UNIT –II:

INDIAN POLITY AND EMERGING POLITICAL TRENDS ACROSS THE WORLD AFFECTING INDIA AND GEOGRAPHY OF INDIA

INDIAN POLITY - Constitution of India - Preamble to the constitution - Salient features of constitution - Union, state and territory - Citizenship - rights and duties - Fundamental rights - Directive principles of state policy - Fundamental duties - Human rights charter - Union executive - Union legislature – parliament - State executive - State legislature – assembly - Status of Jammu & Kashmir - Local government - panchayat raj - Indian federalism - center state relations - Judiciary in India - Rule of law /Due process of law - Emergency provisions - Civil services in India - Administrative Challenges in a welfare state - Complexities of district administration - Elections - Election Commission Union and State -Official language and Schedule – VIII - Amendments to constitution - Schedules to constitution

a. Emerging political trends across the world affecting India

Foreign Affairs with special emphasis on India's relations with neighbouring countries and in the region -Security and defence related matters - Nuclear policy, issues and conflicts-The Indian Diaspora and its contribution to India and the world.

b. Geography of India

Earth and universe - Solar system - Atmosphere, hydrosphere, lithosphere - Monsoon, rainfall, weather and climate - Water resources - rivers in India - Soil, minerals & natural resources - Natural vegetation - Forest & wildlife - Agricultural pattern, livestock & fisheries - Transport & communication - Centers of trade, commerce & art - Social geography - population - density and distribution - Natural calamities - disaster management - Bottom topography of Indian ocean, Arabian Sea and Bay of Bengal - Climate change - impact and consequences - mitigation measures - Pollution Control.

UNIT – III:

ADMINISTRATION OF UNION AND STATES WITH SPECIAL REFERENCE TO TAMIL NADU

State government organization - structure, functions and control mechanism - District administration -role in people's welfare oriented programmes - Industrial map of Tamil Nadu - role of state government -Public Services - role of recruitment agencies - State finance -- resources, budget and financial administration - Use of IT in administration -- e-governance in the State - Natural calamities -strategic planning in the State - Social welfare - Government sponsored schemes with reference to Tamil Nadu - Union government organization - structure, functions and control mechanism - Relationship between State and Union - Industrial map of India -- role of Union government - Public Services -- role of recruitment agencies in Union Government - Union finance -- resources, budget and financial administration - Use of IT in administration -- e-governance in Union Government -Natural calamities - strategic planning by the Union - Social welfare - government sponsored schemes by Government of India.

UNIT – IV:

CURRENT ECONOMIC TRENDS: INDIAN ECONOMY AND IMPACT OF GLOBAL ECONOMY ON INDIA

a. Indian economy

Nature of Indian economy – Five - year plan models -an assessment –Land reforms & agriculture –Application of science in agriculture –Industrial growth –Capital formation and investment –Role of public sector & disinvestment –Development of infrastructure –National income – Public Finance & fiscal policy – Price policy & public distribution – Consumerism & Consumer Protection – Banking, Money & Monetary policy – Role of foreign direct investment – WTO – Liberalization, globalization & privatization –Rural welfare oriented programmes –HRD –sustainable economic growth – Economic trend in Tamil Nadu – Energy different sources and development – Finance Commission – Planning Commission –National Development Council – Poverty Alleviation Programmes.

b. Impact of global economy on India

Impact of the Economic Crisis on India : (a) Offshoot of Globalized Economy – (b) Aspects of Financial Turmoil in India – Capital Outflow – Impact on Stock and Forex Market – Impact on the Indian Banking System – Impact on Industrial Sector and Export Prospect – Impact on Employment – Impact on Poverty – (c) Indian Economic Outlook.

India's Crisis Responses and Challenges: (a) State of Economy in Crisis Times – (b) RBI's Crisis Responses – (c) Government's Crisis Response – (d) The Risks and challenges – Monetary policy – Fiscal Policy - Financial stability.

The Options Ahead: Diversifying Exports – Boosting Domestic Consumption – Enhancing Public Spending – Generating Employment – Provisioning credit to Productive Sectors – Need for Structural Reforms – Increased purchasing power of the people.

UNIT – V:

SOCIO ECONOMIC ISSUES IN INDIA / TAMIL NADU

Population Explosion – Unemployment issues in India & Tamil Nadu – Child Labour – Economic issues (a) Poverty (b) Sanitation – Rural and Urban (c) Corruption in public life – Anti – Corruption measures – CVC, Lok-adalats, Ombudsman, CAG. – Illiteracy – Women Empowerment – Role of the Government Women Empowerment Social injustice to womenfolk – domestic violence, dowry menace, sexual assault – Loss of cultural heritage due to economic development – Urbanization and its impact on the society – Impact of violence on the growth of the nation – Religious violence, Terrorism and Communal violence – Regional Disparities – Problems of Minorities – Human Rights issues – Right to information – Central and State Commission – Faith and conflict among legislature , executive, judiciary and media – Education – Linkage between Education and Economic Growth – Community Development Programme – Employment Guarantee Scheme – Self Employment and Entrepreneurship Development – Role of N.G.O's in social Welfare – Government Policy on Health.

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MAIN EXAMINATION (PG DEGREE STANDARD)

SUBJECT CODE: 219

PAPER – II: TOURISM PRINCIPLES & PRACTICES

UNIT – I:

Basic concepts of Tourism – Definitions, Components, Scope, Structure, Travel Motivations, Deterrents, Types and Typologies – Evolution of Tourism – Emerging trends in Tourism, Eco / Rural / Agri / Farm / Green / Wilderness / Country side & Special interest tourism.

UNIT – II:

Tourism Products: Natural Resources – Popular destinations in India and Tamil Nadu based on Biosphere Reserves, Mountain, Deserts, Beaches, Islands, Water bodies and Biotic Wealth – Land, Water and Air based Adventure activities, Wild life tourism – Conservation related issues, Tourism in National Parks and Conservation Areas - Man made Resources – Popular tourist destinations in India and TamilNadu – Historical, Cultural, Religious, Architectural Heritage sites, Cuisine, Performing Arts, Arts & Craft, Fairs & Festivals - UNESCO World Heritage sites in India and Tamil Nadu – Dance Forms of India.

UNIT – III:

Transportation: Evolution & Trends, Surface (Road & Rail) Types of Roads, National, State and Village – Types of Road Transport (Government, Private & Tourist Coaches) – Car Rental System. Major Railway Zones in India – Luxury tourist trains in India – Heritage Mountain Railways in India, (Palace on Wheels, Deccan Odyssey, Golden Chariot)

AIR TRANSPORT – Scheduled & Non Scheduled Airlines – Air Transport Industry in India – Operations, Management & Performance Water Transport – Historical, cruise ships, ferries, Hovercraft, River & Canal Boats.

UNIT – IV :

ACCOMMODATION – Hotels – Origin, Growth and diversification, classification – Heritage Hotels, Motels, Resorts, Timeshare establishments and other catering outlets – speciality Restaurants – Fast Foods centres, Flight Catering & Regional cuisines – Hotel Chains of India and Tamil Nadu.

UNIT – V:

TOURISM IMPACT: PHYSICAL IMPACT – Environment Related, Carrying Capacity – Pollution issues of Air, Water, Soil and Noise – ECONOMIC IMPACT – Sources of Income – Investment, Seasonality – Tourism Impact on Employment – Multiplier Effect – Balance of Payment – Benefit from tourism Economic development. Socio – CULTURAL IMPACTS – Social Impacts and cultural Erosion – Neo Colonization demonstration effect – Impact on Local Community – Environmental Impact Assessment.

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SUBJECT CODE: 220

PAPER – III: TOURISM ADMINISTRATION & OPERATIONS

UNIT – I:

Tourism Planning: Planning Process – Assessment of Tourism Demand and supply
- Types of Tourism Planning – Sectoral – Spatial, Integrated complex – Centralized and decentralized tourism planning – planning at Regional, National, State Level Government of Tamil Nadu & Public Private Partnership.

UNIT – II:

Tourism Policies: Concept of Policy – Formulating tourism policy, Role of Tamil Nadu Government, National Policy 1982 & 2002 – National Action Plan 1992, National Tourism Board – National committees – Feasibility study, development of Tourism Master Plan – Law & Legislation relating to Tourist entry, stay and departure, Passport, Visa & Health, Safety and Security aspects.

UNIT – III:

Tourism Marketing: Service Characteristics of Tourism – Unique features of Tourism – Tourism Marketing Mix – Measuring & Forecasting tourism Demand – Market segmentation & Positioning – Consumer buying behaviour - New product development – Product life cycle – Destination life cycle – Relationship Marketing – Marketing skills for tourism –Product Mix – Branding and Packaging – Pricing strategies - Tourism Promotion – Advertising – Audio – Visual – Print Media – Public Relations – On-line Marketing – Distribution Channels – Suppliers (Road/ Air / cruise / Hotels etc) Wholesalers (Tour operators) Retailers, (Travel agents).

UNIT – IV:

ACCOUNTING & FINANCE: Introduction – Book keeping – Financial analysis & Control – Cost Volumes – Profit Analysis – Break even Analysis - Cost of different sources of rising capital – Capital structure – Operating Costing – Transport Costing

– Utilization of Ratio and Ratio statement – Hotel Costing and Canteen Costing – Working Capital Management – TFCI.

UNIT – V:

Contemporary Tourism: Factors contributing to the growth of global tourism – Event based tourism – MICE, NICHE Tourism – Event planning and organizing – Time – Site and Infrastructure Management – MICE as supplement to tourism, Barriers, Gender and social constraints. Health Tourism – Origin & development. Quality of Life – Typologies of Health Tourism – Preventive Health care – AYUSH (Ayurveda, Yoga, Unani, Siddha & Homeopathy) – Curative Health care – Allopathy Treatment – Indian Medical Tourism, Market size and growth Factors – Rural Tourism, Village Tourism Agri Tourism and Farm Tourism Practices.

Tour Operations: Itinerary Preparation, Reservations, Tour Costing / Pricing, Marketing of tour packages, Income Sources.

Tourism Organisation: Organisation and Functions of UNWTO, IATA / UFTAA, ICAO, PATA, TAAI, FHRAI, ITDC & TTDC – Role of Indian Government in Tourism development.