

Tamil Nadu Public Service Commission

Travel and Tourism (PG Degree Standard)

Code No. 483

Unit I: (20 Questions)

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

Unit II: (20 Questions)

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 – Conservation, Manmade Resources – Popular tourist destinations in India and Tamil Nadu – Archaeological Survey of India – Historical, Cultural, Religious, Architectural Heritage sites, Cuisine, Performing Arts, Arts and Craft, Fairs and Festivals UNESCO World Heritage sites in India and Tamil Nadu – Dance Forms of India.

Unit III: (20 Questions)

Transportation: Evolution and Trends surface (Road and Rail), Types of Roads, National, State and Village – Types of Road Transport (Government, Private and 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 and Non-Scheduled Airlines – Air Transport in Industry in India – Operations, Management and Performance Water Transport – Historical, cruise ships, ferries, Hovercraft, River and Canal Boats.

Unit IV: (20 Questions)

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

Unit V: (20 Questions)

Tourism Impact: Physical Impact, Environment – carrying capacity – Pollution Air, Water, Soil, 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.

Unit VI: (20 Questions)

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 and Public Private Partnership.

Unit VII: (20 Questions)

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

Unit VIII: (20 Questions)

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

Unit IX: (20 Questions)

Accounting and Finance: Introduction – Book keeping – Financial analysis and 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 Ration statement – Hotel canteen costing – Working Capital Management – TFCI.

Unit X: (20 Questions)

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 and development. Quality of Life – Typologies of Health Tourism – Preventive Health care – Ayush, Ayurveda, Yoga, Unani, Siddha and 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, Reservation Tour Costing / Pricing, Marketing of tour packages, Income Sources.

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

Dated: 26.09.2024