

**SYLLABUS FOR THE POST OF ASSISTANT TOURIST OFFICER,  
GRADE-II**

**MAIN EXAMINATION (DEGREE STANDARD)  
PAPER-I: TRAVEL AND TOURISM (OBJECTIVE TYPE)**

**SUBJECT CODE:353**

**UNIT-I: PRINCIPLES AND PRACTICES OF TOURISM**

Introduction to Tourism – Meaning and Scope, Concept, Components and types of Tourism – Emerging Trends – Evolution of Tourism in India – Ministry of Tourism – Government of India – Department of Tourism – Government of Tamil Nadu.

**UNIT-II: TOURISM PRODUCTS OF INDIA**

Unique features of Tourism Products – Tourist attraction Hills / Beaches / Mountains / Water Bodies – Forts / Palaces / Fairs and Festivals / Folk Dances / Dance / Music - Art and Crafts – Temples / Churches / Mosque and other religious worship places – UNESCO World Heritage Sites – Flora and Fauna – Major wildlife Sanctuaries and National Parks – Major Tourist Circuits of India – Land, Air and Water based adventure activities, Guidelines and Regulations – Ancient Monuments Preservation Act, 1904 – Ancient Monuments and Archaeological Site and Remains Act, 1958.

**UNIT-III: TRANSPORT**

History – Land – Water and Air – Air Industry / Airlines in India / Functions/ Present policies – Air Charters – Growth of Road Transport – Indian Road Network – Major Rail Network of India – Types of Rail Tours in India – Water Transport – History and Development – Historical Past – Cruise Ships – Ferries – Hovercraft – River and Canal Boats – Boat Houses.

**UNIT-IV: ACCOMMODATION OPERATIONS**

Origin and growth of hotels – Classification of Hotels on the basis of Size, Location, Facilities, Plan, Service and Ownership – Allied Catering Services – Supplementary Accommodation House Keeping – Front Office Management – Booking Procedures – Types of Food and Beverages.

**UNIT-V: TOURISM MARKETING**

Unique features of Tourism Marketing – Market Segmentation – Marketing mix – Tourists behavior – Distribution channel and its characteristics – Market research – Market forecast – Marketing Promotions – Tools of Promotion – E-Marketing – Domestic and International Travel Marts – Branding of Tourism Products – “Incredible India” Campaign – “Enchanting Tamil Nadu: Experience Yourselves” – Swachh Bharat Abhiyan – Destination Life Cycle.

## **UNIT-VI: TOURISM POLICY AND PLANNING**

Need and Objectives of Tourism Policy – John Sargent Committee – L.K.Jha Committee (Adhoc Committee), 1963 - National Tourism Policy, 1982 - Yunus Committee, 1988 – Tourism Finance Corporation of India – National Action Plan on Tourism, 1992 – National Tourism Policy-2002 – Tourism in Five Year Plans – Tourism Policies of Tamil Nadu.

## **UNIT-VII: FUNCTIONS OF TRAVEL AGENCY AND TOUR OPERATION**

Tour Operation Procedures – Tour Package – Itinerary Preparation – Tour Costing – Travel Formalities – Passport / VISA / Health Regulations / Travel Insurance / Customs Clearance / Foreign Exchange formalities – Baggage Rules.

## **UNIT-VIII: TOURISM GEOGRAPHY**

Physical Geography of India – Climate Sub-Continent - River System – Mountains – Plains – Political Geography of India – World Time Zone, GMT – India Time Zone.

## **UNIT-IX: TOURISM ORGANISATIONS**

Organisation and Functions of WTO, ICAO, IATA, PATA, TAAI, IH&RA, SIHRA, FHRAI, NTO.

## **UNIT-X: IMPACT OF TOURISM**

Positive and Negative – Socio-Cultural and Economic Impact – Physical / Environment Impact: Earth Summits.