

**FURTHER DETAILS REGARDING MAIN TOPICS OF  
PROGRAMME NO. 09/2013 (Item No. 8)**

**TOURIST INFORMATION OFFICER**

**TOURISM  
(CATEGORY NO. 442/2011)**

**PART-I. (a) Basics in Tourism**

Tourism concepts - definitions - historical background; ancient era, medieval landmarks and modern development; Mass Tourism, Alternate Tourism, Ecotourism, Responsible Tourism - Tourists - definitions & classifications - Impacts of Tourism; Economic, Social and Environmental Impacts - Tourism System; generating region, transit region and receiving region - types of tourism; international, domestic, inter & intraregional Tourism - Tourism Industry - Nature and Characteristics of Tourism Industry - Components of Tourism; Attractions - types, importance and characteristics - Accommodation - types and classification, Accessibility - types of transportation and importance, Amenities - Stakeholders in Tourism Industry; Tourist, Business People, Government, NGOs, Communities, Travel Tour Operators and Others - Roles and Responsibilities - Tourist Destination; Nature and Characteristics, Components - Destination Choice Process; Determining Factors, the Destination Experience of Tourists

**(b) Travel Geography of India**

Physical Geographical features of India - Mountains and Valleys, Forest and Wildlife, Coastal Areas - Deserts, Vegetation, Rivers, lakes and Oceans, Climate and Vegetation, Islands - Cultural Geography of India - Historical events, landmarks and mile stones - influence of various Invasions on Indian Culture - Social structure and Divisions of India - Major Destinations in North India, South India, North - Eastern India, Western India- Locations, Attractions, Accessibility - Major Airports - IATA Codes - Tourism resources of India- Natural tourism Resources of India - Wildlife Sanctuaries and National Parks - Cultural tourism resources - Fairs and Festivals — Dance forms and Music - Art and Architecture and its importance in Tourism development in India- Rail Tourism in India and Facilities - Heritage Sites (UNESCO Sites) and Attractions

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### (c) Tourism Geography Resources of Kerala

Physical Geographical features of Kerala - Western Ghats, Rivers and Lakes, Beaches, Mountains and Valleys, Forest and Wildlife, Hill Stations, Backwaters, Ayurveda Tourism - Cultural and Natural Tourism Resources - Art and Architecture - Dance and Music - Fairs and Festivals - Historical Events - Heritage Sites and Tourism importance - Major Destinations - Attractions, Accessibility - Recent Tourism Initiatives - Kerala Tourism Policy - Role of Department of Tourism - Tourism Organisations; DTPC, KTDC, BRDC, TRKL etc

### PART-II. Introduction to Public Relations

Public Relations; Nature, Concept and Definitions - Historical Perspective - Role of Public Relations Practitioners - Public Relations Activities - Distinction between; Public Relations, Propaganda, Advertising, Publicity - Public Opinion; Formulation, Tools for Winning Public Opinion, Pressure Groups - Process of Public Relations; Public Relation Officers; Profile of PRO, Work Assignment of Public Relations, Requirements of Success - Public Relations in Indian public sector - Skill needed for Public Relations - **Public Relation for Communication** - Publics in internal communication - Objectives of Employee Relations - Building Organizational Culture - Media for Internal communication - Public Relations for External Public; Defining Publics, Types of external public, Media for External Communication - Role of New Technology for Mass Media Communication - Ethics and Public Relations; Code of Ethics, Professionalism in Public Relation - **Planning in Public Relations** - Analyzing and Developing a Public Relation Strategy - Applications and Tools for Internal Communications - Tools and Production Techniques for External Communication; Corporate Brochure and Films, Campaigns and Exhibitions - Dealing with Media; Organizing Press Conferences, Press Visits - Dealing with the Unexpected - Planning and Organizing Special Events - **Media Planning and Relations for Public Relations** - Introduction to Media Planning; General Procedures and Problems, Relationship between Media, Advertising and Consumers - Media and Marketing Planning; Mass Media, Characteristics and Ownership - Indicators for Selection of Media - Media Research and Methods - Media Relation; Laying the Ground Work, Reaching Out, Greet the Press - Changing Face of Media in 21<sup>st</sup> Century - Technology and Social Media; Using Social Media, Tools and Techniques - **Role of Writing and Major Challenges in Public Relations** - Role of Writing in

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Public Relations; Press Releases & Communique, Backgrounds, Feature Writing, Rejoinder Writing, Writing for Electronic Media, Speech Writing for Corporate Executives, Hints for Writing Press Release, Handling Press Questions, Principles of TV and Media - Challenges of Public Relations; Role of Public Relations in National and International Context, Public Relations for Generating Social Awareness, Building Image of India abroad, Choice of Media for Relating to Indian Masses -Role of Traditional Media about Social / National Issues, Community Public Relations.

### **PART-III. Introduction to Business Communication**

Meaning and Importance of Communication - Forms of Communication: Upward, downward and interactive communication" in organizations, Communication networks; formal or Grapevine/informal communication, interpersonal communication - Types of Communication: Verbal communication (written and oral) and nonverbal - communication (kinesis or body , language and paralanguage) - Barriers in Communication - **Communication Skills** - Oral Presentation - Tips for Oral Presentation - Written Presentation; - Interview techniques -Effective listening skills - Reading Skills for Effective Communication - - Effects of Changing Technology - Importance.of Effectiveness Communication in Tourism Business - Communication on the basis of Direction - Communication on the basis of Way of Expression - Communication on the basis of Organizational Structure - Communication Networks, Effects and Performance -Feed Back Defined - The Functions of Feed Back - The Process of Interpersonal Feed Back -Effectiveness of Feed Back - **Written Communications in Business Organisations** - Basics in letter writing; Layouts, Letters of enquiry, Quotations, Orders, Complaints, Apologies, Requests & replies, Demy official letters, Circulars, Letters connected with sales, Press Release, Letters for financial arrangements, Use of Charts, Graphs etc - Report Writing; Basic Formats and Process, Types of Reports - Writing E- Mails and Memos - Proposals; Types and Stages of Preparation -**Business Meetings and Modern Methods of Communication** - Introduction to Business Meetings - Types and Objectives of Meetings - Essential requirements of a meeting – Writing notices for a meeting - Minutes of a meeting - Modern Methods of Communication; Internet, Audio and Visual Aids, Teleconferencing - Major Promotional Tools - Developing and Selecting Effective Communication Tools - Different types of Medias and Its role in Effective Communication - **Business Etiquettes** - Business Etiquettes - Initiating Interactions - Dressing for Work - Enhancing Communication - Using Non-verbal Cues - Business Conversation - Managing Appointments - Negotiating with Customers - Entertaining Customers

**PART-IV. (a) Facts about India**

Geography of India- Physical Features- Climate-Soils- Rivers- Famous Sites – Etc  
Demography- Economic and Social Development-Poverty Alleviation-Economy and Planning-Etc

History of India- Period from 1857 to 1947- National Movement- Etc.

**(b) Facts about Kerala**

Geographical Facts- Physical Features- Climate-Soils- Rivers- Famous Sites – Etc

**Renaissance of Kerala****Important Events/ Movements/Leaders**

Brahmananda Swami Sivayogi, Chattampi Swami, Sree Narayana Guru, Vagbhatananda, Thycaud Ayya, Ayya Vaikundar, Poikayil Yohannan (Kumara Guru), Ayyankali, Pandit Karuppan, Mannathu Padmanabhan, V.T.Bhattathirippad, Dr. Palpu, Kumaranasan, Vakkom Moulavi, Blessed Kuriakose Elias Chavara, Etc