

**DETAILED SYLLABUS FOR THE POST OF TOURIST INFORMATION
OFFICER- DIRECT RECRUITMENT - DIRECT RECRUITMENT IN
TOURISM**

(Category No: 523/2023)

Module 1. Fundamentals of Tourism:-

20 Marks

Tourism meaning and definitions- Evolution of travel and tourism: Early period of travel, Travel during the medieval period, Renaissance and its effect on tourism, Industrial revolution and birth of mass tourism, Tourism in the globalization era- Theories and Principles of Tourism: Tourism systems- Leiper, Tourism policy model- Mill Morrison, Mathieson & Wall , Butler's Tourism Area Life Cycle(TALC) ± Doxey's Irridex ± Demonstration effect, Crompton's Push pull theory, Stanley plog's psychocentric and allocentric model of destination preferences, theory of travel motivations, Cohens classification -Types of tourism: Destination perspective- Inbound and Outbound, Geographical perspective- Domestic, national and International tourism, Visitor perspective- Leisure, Business, Education, Health, Pilgrimage- Tourism Industry - Nature and Characteristics of Tourism Industry ± Basic 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, Local Communities, Travel Tour Operators and others- Impacts of Tourism: Economic, Socio cultural and Environmental Impacts- Measurement of Tourism- tourism demand and supply- different types of tourism statistics- Tourism Satellite Account

Module 2. Travel Geography and Destinations ±World:- 20 Marks

World© continents ± countries, main cities, population, languages, currencies, Topography, major art forms, popular destinations, tourist attractions, sightseeing circuits, visa requirement: The elements of Geography ±Importance of Geography in Tourism ±the world©climates ± climatic elements and tourism ± Impact of weather and climate on tourist destinations, Oceans and sea, International Date Line. Time Zones and calculation of time, Time Differences, GMT, Flying time, Standard time and Daylight saving time (Summer Time)

Cultural differences ± managing cultural differences ± cultural dimensions ± negotiating across cultures ± working with multicultural teams ±cultural intelligence ±cultural differences between East and West ± cultural differences and tourism etiquettes of different tourist generating regions.

Module 3. Tourism Resources of India:- 20 Marks

Natural tourism resources: Physiographic regions of India -The Northern Mountain region, The North Indian plains / Great plains, The Peninsular Plateau, Mountains in the plateau, The Coastal plains, The Great Indian Desert, Islands, Rivers- Climate and Climatic regions of India-Protected Areas: National parks, wild life sanctuaries, Community reserves , Conservation reserves India ±Eco tourism and Rural tourism destinations - Cultural tourism resources: Architectural styles : Rajput Architecture, Islamic Architecture, Indo ± Islamic architecture, Mughal Architecture, Mauryan Architecture, Gupta Architecture, Rashtrakuta Architecture, Chalukyan Art, Hoysala Architecture, Pallava Architecture Chola Architecture- UNESCO World Heritage sites in India- Religious shrines in

India- Indian paintings- Indian dance forms: Classical dances and folk dances- Indian music: Karnatic Music and Hindustani Music- Music and Dance festivals in India- Fairs and festivals- Indian handicrafts- Cuisine Museums and Art galleries- Important tourist destinations in India- Tourist trains- Airports

Module 4. Tourism Resources of Kerala:-

20 Marks

Natural tourism resources: Beaches- Backwaters- Hill stations and Mountains- Waterfalls- Wildlife: National parks , Wildlife sanctuaries, Bird sanctuaries- Eco tourism centers- Rivers and reservoirs- Responsible tourism and Rural tourism destinations- Cultural tourism resources: Historical and Cultural monuments- Architectural styles: Temple, Church, Jewish, Islamic, Colonial, traditional- Museums and Art galleries- Pilgrim centers- Fairs and festivals- Art forms : Classical and Folk art forms, Ritual arts, Tribal art forms, Theatre art forms, Martial art forms, Kerala cuisine, Handicrafts and Souvenirs.

Module 5. Introduction to Public Relations:-

10 Marks

Public Relations: nature, concept and definitions and process of public relation- Historical Perspective, Growth and development of PR with special reference to India- Public Relations-Advertising-Propaganda-Publicity-Corporate Communication: Similarities and Differences- Tools and techniques for Public Relations- PR Professional organizations: IPRA, PRSI, PIB, DPR, Directorate of Field Publicity- Public relations in public and private sectors- Event Management- PR and use of Mass media: Print, Radio, Film, Television, Video, Traditional media, Photographs, Internet- 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.

Module 6. Introduction to Business Communication:- 10 Marks

Importance of Business communication ± Communication process- Objectives of communication- Communication barriers- Channels of communication- Methods of communication :Verbal and non-verbal communication- Oral communication: Listening-speaking- Interviews- Meetings- Group discussions- Written Communications in Business Organizations - Basics in letter writing; Layouts, Letters of enquiry, Quotations, Orders, Complaints, Apologies, Requests & replies, Demi official letters, Circulars, Letters connected with sales, Press Release, 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.

NOTE: - It may be noted that apart from the topics detailed above, questions from other topics prescribed for the educational qualification of the post may appear in the question paper. There is no undertaking that all the topics above may be covered in the question paper.
