

Annexure-II
Syllabus
Tourist Officer
(Main Examination)
(Paper-I)

கட்டாயத் தமிழ் மொழித் தகுதித் தேர்விற்கான பாடத்திட்டம்

(விரிந்துரைக்கும் வகை வினாவிிற்கான தலைப்புகள்)

(பத்தாம் வகுப்புத் தாம்)

தேர்வுத் திட்டம்

1. மொழிபெயர்த்தல்
 - (i) தமிழிலிருந்து ஆங்கிலத்துக்கு மொழிபெயர்த்தல்
 - (ii) ஆங்கிலத்திலிருந்து தமிழுக்கு மொழிபெயர்த்தல்
2. சுருக்கி வரைதல்
3. பொருள் உணர் திறன்
4. சுருக்கக் குறிப்பிலிருந்து விரிவாக்கம் செய்தல்
5. திருக்குறள் தொடர்பான கட்டுரை வரைதல்
 - அ) மதச் சார்பற்ற தனித் தன்மையுள்ள இலக்கியம்
 - ஆ) அன்றாட வாழ்வியலோடு தொடர்புத் தன்மை
 - இ) மானுடத்தின் மீதான திருக்குறளின் தாக்கம்
 - ஈ) திருக்குறளும் மாறாத விழுமியங்களும் - சமத்துவம், மனிதநேயம் முதலானவை
 - உ) சமூக அரசியல் பொருளாதார நிகழ்வுகளில் திருக்குறளின் பொருத்தப்பாடு
 - ஊ) திருக்குறளில் தத்துவக் கோட்பாடுகள்
6. கடிதம் வரைதல் (அலுவல் சார்ந்தது)
7. தமிழ் மொழி அறிவு

பாடத்திட்டம்

1. தற்கால நிகழ்வுகள்
2. சமுதாயப் பிரச்சனைகள்
3. சுற்றுச்சூழல் தொடர்பான தலைப்புகள்
4. இந்தியப் பொருளாதாரம் தொடர்பான தலைப்புகள்
5. அறிவியலும் தொழில்நுட்பமும்
6. கலையும் பண்பாடும்
7. பகுத்தறிவு இயக்கங்கள் - திராவிட இயக்கம், சமமரியாதை இயக்கம்.
8. இக்காலத் தமிழ்மொழி - கணினித் தமிழ், வழக்கு மன்றத் தமிழ், அலுவலக மொழியாகத் தமிழ், புதிய வகைமைகள்.
9. தமிழ்நாட்டின் சமூகப் பொருளாதார முன்னேற்றம் மற்றும் தமிழக அரசின் நலத்திட்டங்கள் (பெண்கள் விவசாயிகள்...), சமூக நலத்திட்டங்களை நடைமுறைப்படுத்துதலில் சமூக சீர்திருத்த இயக்கங்களின் பங்கு - இட ஒதுக்கீடும் அதன் பயன்களும் - தமிழ்நாட்டின் சமூகப் பொருளாதார வளர்ச்சியில் சமூக நீதி மற்றும் சமூக ஒற்றுமையின் பங்கு.
10. சொந்த வாக்கியத்தில் அமைத்து எழுதுக, பொருள் வேறுபாடு அறிதல், பிரித்தெழுதுக, எதிர்ச்சொல், எதிர்மறை வாக்கியம் , பிழை நீக்கி எழுதுக.
11. திருக்குறளிலிருந்து கீழ்க்காணும் தலைப்புகள் தொடர்பாக கட்டுரை எழுதுதல்
 - அ) மதச் சார்பற்ற தனித் தன்மையுள்ள இலக்கியம்
 - ஆ) அன்றாட வாழ்வியலோடு தொடர்புத் தன்மை
 - இ) மானுடத்தின் மீதான திருக்குறளின் தாக்கம்
 - ஈ) திருக்குறளும் மாறாத விழுமியங்களும் - சமத்துவம், மனிதநேயம் முதலானவை
 - உ) சமூக அரசியல் பொருளாதார நிகழ்வுகளில் திருக்குறளின் பொருத்தப்பாடு
 - ஊ) திருக்குறளில் தத்துவக் கோட்பாடுகள்

Tourist Officer
(Main Examination)
PAPER – II General Studies
(PG Degree Standard Descriptive type)

Code No.218

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.

Tourist Officer
(Main Examination)
PAPER – III – Tourism Principles and Practices
(PG Degree Standard Descriptive type)

Code No.219

UNIT – I: 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 & Special interest tourism.

UNIT – II: Tourism Products: Natural Resources – Popular destinations in India and Tamil Nadu based on Bio-sphere 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 Man made Resources – Popular tourist destinations in India and Tamil Nadu – 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 in 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 Hotel Motels and Resort and Timeshare establishments and other catering outlets – speciality Restaurants – Fast Foods centers. Flight Catering & Regional cuisines – Hotel Chains of India and Tamil Nadu.

UNIT – V: 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.

Tourist Officer
(Main Examination)

PAPER –IV Tourism Administration and Operations
(PG Degree Standard Descriptive type)

Code No.220

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 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 behavior New product development – Product life cycle – Destination life cycle – Relationship Marketing – Marketing skills for tourism – Product like Product Mix – Breeding 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) Whole salers (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 Ration statement – Hotel 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, Reservation Tour Costing / Pricing, Marketing of tour packages, Income Sources.

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