

**FURTHER DETAILS REGARDING MAIN TOPICS OF  
SUPPLEMENTARY PROGRAMME NO. 04A/2014 (Item No.6)**

**LECTURER IN TRAVEL AND TOURISM**

***COLLEGIATE EDUCATION***

**(CATEGORY NO. 583/2012)**

**Part -I**

**Basic concepts in Travel and Tourism**

Travel and Tourism concepts -definitions, origin and development; Tourism industry and structure -attractions, accommodation, accessibility, amenities; impacts of tourism-socio-cultural, economic and environmental, concept of carrying capacity; sustainable tourism development, Linkages and channels of distribution.

**Part -II**

**Tourism Resources of India**

Natural resources -mountains, valleys, wildlife sanctuaries and national parks, deserts, lakes and rivers; cultural resources - Indian culture and society, archaeological sites, fairs and festivals, performing arts-dance and music forms; tourist activities -skiing, mountaineering, kayaking, canoeing, gliding.

**Part III**

**Travel geography**

Physical geographical features of India; TATA areas; IATA three letter city code, international dateline, time zones; travel formalities-passport, VISA ,health certificate, currency certificate, insurance, customs, credit card, traveler's cheque.

**Part IV**

**Management concepts in travel and tourism**

Basic concepts, theories and approaches of management -nature, process, functions, management levels, managerial skills; social responsibilities and ethics; managerial issues-trends, problems in travel and tourism industry.

**Part V**

**Travel and Tourism Marketing**

Basic concepts; service characteristics of travel and tourism; the P's of marketing -product design-branding and packaging, price, place, promotion; measuring and forecasting of demand and supply ; destination marketing mix ;marketing skills and communication-advertising, sales.

## Part VI

### **Tourism law**

Law and legislation relating to tourist entry, stay, departure, passport, VISA and health; Tourist safety and security; Environmental act - EIA guidelines. Wildlife Protection act, Forest conservation act; FEMA; RBI guidelines -Sales of Goods act

## Part VII

Emerging trends in travel and tourism -changing destination pattern, application of internet technology -e-marketing

Recent Tourism Initiatives -planning at national and state level -Kerala Tourism Policy

### **Part VIII Research Methodology/Teaching Aptitude**

#### **I. TEACHING APTITUDE**

- Teaching: Nature, objectives, characteristics and basic requirements;
- Learner's characteristics;
- Factors affecting teaching;
- Methods of teaching;
- Teaching aids;
- Evaluation systems.

#### **II. RESEARCH APTITUDE**

- Research: Meaning, Characteristics and types;
- Steps of research;
- Methods of research;
- Research Ethics;
- Paper, article, workshop, seminar, conference and symposium;
- Thesis writing: its characteristics and format.

### **Part IX(a) Salient Features of Indian Constitution**

Salient features of the Constitution - Preamble- Its significance and its place in the interpretation of the Constitution.

Fundamental Rights - Directive Principles of State Policy - Relation between Fundamental Rights and Directive Principles - Fundamental Duties.

Executive - Legislature - Judiciary - Both at Union and State Level. - Other Constitutional Authorities. Centre-State Relations - Legislative - Administrative and Financial.

Services under the Union and the States.

Emergency Provisions.

Amendment Provisions of the Constitution.

### **Part IX(b) Social Welfare Legislations and Programmes**

Social Service Legislations like Right to Information Act, Prevention of atrocities against Women & Children, Food Security Act, Environmental Acts etc. and Social Welfare Programmes like Employment Guarantee Programme, Organ and Blood Donation etc.

## **Part X(a) Renaissance in Kerala**

### **TOWARDS A NEW SOCIETY**

Introduction to English education - various missionary organisations and their functioning- founding of educational institutions, factories, printing press etc.

### **EFFORTS TO REFORM THE SOCIETY**

#### **(A) Socio-Religious reform Movements**

SNDP Yogam, Nair Service Society, Yogakshema Sabha, Sadhu Jana Paripalana Sangham, Vaala Samudaya Parishkarani Sabha, Samathwa Samajam, Islam Dharma Paripalana Sangham, Prathyaksha Raksha Daiva Sabha, Sahodara Prasthanam etc.

#### **(B) Struggles and Social Revolts**

Upper cloth revolts, Channar agitation, Vaikom Sathyagraha, Guruvayoor Sathyagraha, Paliyam Sathyagraha, Kuttamkulam Sathyagraha, Temple Entry Proclamation, Temple Entry Act, Malayalee Memorial, Ezhava Memorial etc.

Malabar riots, Civil Disobedience Movement, Abstention Movement etc.

### **ROLE OF PRESS IN RENAISSANCE**

*Malayalee, Swadeshbhimani, Vivekodayam, Mithavadi, Swaraj, Malayala Manorama, Bhashaposhini, Mathnubhoomi, Kerala Kaumudi, Samadarsi, Kesari, Al-Ameen, Prabhatham, Yukthivadi, etc*

### **AWAKENING THROUGH LITERATURE**

Novel, Drama, Poetry, *Purogamana Sahithya Prasthanam, Nataka Prashtanam*, Library movement etc

### **WOMEN AND SOCIAL CHANGE**

Parvathi Nenmenimangalam, Arya Pallam, A V Kuttimalu Amma, Lalitha Prabhu, Akkamma Cherian, Anna Chandi, Lalithambika Antharjanam and others

### **LEADERS OF RENAISSANCE**

Thycaud Ayya Vaikundar, Sree Narayana Guru, Ayyan Kali, Chattampi Swamikal, Brahmananda Sivayogi, Vagbhadananda, Poikayil Yohannan (Kumara Guru) Dr Palpu, Palakkunnath Abraham Malpan, Mampuram Thangal, Sahodaran Ayyappan, Pandit K P Karuppan, Pampadi John Joseph, Mannathu Padmanabhan, V T Bhattathirippad, Vakkom Abdul Khadar Maulavi, Makthi Thangal, Blessed Elias Kuriakose Chavva, Barrister G P Pillai, TK Madhavan, Moorkoth Kumaran, C. Krishnan,

K P Kesava Menon, Dr. Ayyathan Gopalan, C V Kunjuraman, Kuroor Neelakantan Namboothiripad, Velukkutty Arayan,

K P Vellon, P K Chathan Master, K Kelappan, P. Krishna Pillai, A K Gopalan, T R Krishnaswami Iyer, C Kesavan.

Swami Ananda Theerthan, M C Joseph, Kuttippuzha Krishnapillai and others

### **LITERARY FIGURES**

Kodungallur Kunhikkuttan Thampuran, KeralaVarma Valiyakoyi Thampuran, Kandathil Varghese Mappila, Kumaran Asan, Vallathol Narayana Menon, Ulloor S Parameswara Iyer, G Sankara Kurup, Changampuzha Krishna Pillai, Chandu Menon, Vaikom Muhammad Basheer, Kesav Dev, Thakazhi Sivasankara Pillai, Ponkunnam Varky, S K Pottakkad and others

## **Part X(b) General Knowledge and Current Affairs**

General Knowledge and Current Affairs

***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 also appear in the question paper. There is no undertaking that all the topics above may be covered in the question paper.***