



GOVERNMENT OF JAMMU AND KASHMIR,
SERVICES SELECTION BOARD,
Zum Zum Hotel, Rambagh, Srinagar

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(www.jkssb.nic.in)

NOTICE

It is notified for the information of the candidates who have applied for the posts of DEMONSTRATOR (Travel & Tourism) in Technical Education / YSS Deptt., advertised vide advt. no. 05 of 2015 dt. 01-09-2015, item no. 243, Division cadre Kashmir - that the Board is going to conduct the Objective Type Written Test in near future. The syllabus for these posts is appended to this notice at Annexure "A".

Sd/-
(S.A Raina), KAS,
Secretary,
J&K Services Selection Board,
Srinagar.

No. SSB/ /Sel/Secy/2016/15094-15102

Dated :30-05-2016

Copy for information to the:-

1. Principal Secretary to Hon'ble Chief Minister J&K.
2. Principal Secretary to the Hon'ble Governor, J & K State.
3. Director Information, J&K Government Srinagar with the request to publish the above notification in at least three leading local newspaper of Jammu/Srinagar on three consecutive dates
4. Director, Radio Kashmir, Kashmir. He is requested to kindly broadcast the above said notification appropriately.
5. Director, Doordarshan Kashmir. He is requested to kindly telecast the above said notification appropriately.
6. Sr. Law Officer, J&K S.S.B., Srinagar/ Jammu
7. Administrative Officer, Service Selection Board, Jammu/Srinagar.
8. Private Secretary to Ld. Chairperson for information of Ld. Chairperson .
9. Incharge Website, SSB. He shall upload the notice on the official website of the Board.

Dated: 30-05-2016.

Annexure “A”

SYLLABUS FOR DEMONSTRATOR (TRAVEL & TOURISM)

Marks:-150

Time:- 2.30 Hrs

Unit-I (25)

Basic concepts in Tourism and Hospitality

Tourism terminology , definitions, abbreviations.

Origin and development of Tourism industry.

Types of tourism, components and elements of tourism

Impacts of tourism-socio cultural, economic and environmental.

Types of accommodation, departments, types of rooms, types of plans.

Unit-II (15)

Tourism Infrastructure and tourism activities

Natural resources -mountains, valleys, wildlife sanctuaries and national parks, deserts, lakes and

Rivers.

Cultural resources - Indian culture and society, performing arts-dance and music forms.

Adventure tourism activities : skiing, mountaineering, kayaking, canoeing, gliding, rock climbing.

Golf tourism.

Cruise tourism.

Unit-III (25)

Tourism History and Travel geography

History of India-An overview.

Indian fairs and festivals.

Monuments of India under ASI.

Major religions and popular places of pilgrimage.

Geography, meaning and relevance in Tourism.

Physical geographical features of India.

International dateline, time zones.

Map reading; Tourist map of India; Road, rail and sea routes.

Unit-IV (20)

Tourism Management

Basic concepts, theories and approaches of management -nature, process, functions.

Management levels, managerial skills; social responsibilities and ethics.

Human Resource Development.

Management trends and problems in travel and tourism industry.

Tourism Planning.

Entrepreneurial areas in Tourism and Hospitality.

Law and legislation relating to tourist entry, stay, departure, passport, VISA and health.

Tourist safety and security.

Unit-V (15)

Travel and Tourism Marketing

Evolution of marketing in tourism.

Basic concepts of service marketing; service characteristics of travel and tourism; the P's of marketing .

Tourism market segmentation

Product life cycle, product design-branding and packaging, price, place and promotion.

Measuring and forecasting of demand and supply

Marketing communication, advertising, promotion and Publicity.

Sales and personal selling.

Linkages and channels of distribution.

Market research and its techniques.

Unit-VI (15)

Eco Tourism

Concept of eco tourism.

Carrying capacity and sustainable tourism development.

Alternate forms of tourism.

Global Code of Ethics for sustainable tourism.

Local Agenda 21.

Environmental act - EIA guidelines. Wildlife Protection act, Forest protection Act.

Unit-VII (15)

Automation in Tourism

Agency automation, computer reservation system.

Application of internet technology in tourism and hospitality.

e-marketing in Travel and hospitality.

Travel portals.

Property Management System.

M.I.C.E and Automation.

Unit- VIII (20)

Travel agency and Tour Operations

Tourism organizations; TAAI, UFTAA, PATA, IATO.

Organization structure of a Travel agency and Tour operator.

Functions of Travel agency and Tour operator.

Tour packaging and Itinerary costing.

Documentation.

Requirements for setting a Travel agency.

Travel agency act and other legal issues.

Sd/-

(S.A Raina) KAS
J&K Services Selection Board,
Srinagar