

SYLLABUS: ASSISTANT MANAGER (TOURISM) in DTTDC Ltd.

1. Introduction to Tourism

Meaning, nature and scope of tourism; components of tourism; tourist, visitor, traveller and excursionist; forms and types of tourism; domestic and international tourism; tourism as an economic and social activity.

2. Tourism Products and Resources

Natural, cultural, historical, spiritual, heritage, recreational, adventure, rural, wellness, medical, eco-tourism and MICE tourism products; tangible and intangible tourism assets; tourism circuits and destination development.

3. Tourism Geography and Cultural Landscape

Major tourism destinations of India and Delhi; monuments, museums, festivals, crafts, cuisine, performing arts, fairs and cultural traditions; UNESCO heritage sites; Delhi's heritage, walled city, spiritual sites, markets, urban culture and tourism identity.

4. Tourism Policies and Institutions

National and State tourism policies; role of Ministry of Tourism, Government of India; role of State Tourism Departments, DTTDC, ASI, ITDC, IRCTC, DMRC, local bodies and other stakeholders; public-private partnership in tourism; tourism promotion schemes.

5. Sustainable and Responsible Tourism

Concept of sustainable tourism; responsible tourism practices; eco-friendly tourism; carrying capacity; community participation; conservation of heritage and environment; waste management at tourist sites; inclusive and accessible tourism.

6. Tourism Planning and Destination Management

Destination planning, infrastructure development, visitor amenities, signage, interpretation centres, tourist information centres, safety and hygiene standards, crowd management, tourist flow management and destination branding.

7. Travel Agency, Tour Operations and Itinerary Planning

Functions of travel agencies and tour operators; package tours; itinerary preparation; costing of tours; ticketing basics; accommodation coordination; transport arrangements; tourist facilitation and grievance handling.

8. Hospitality and Accommodation Management

Types of accommodation; hotel classification; front office basics; housekeeping, food and beverage services; guest relations; service quality; hospitality standards and tourist satisfaction.

9. Tourism Marketing and Promotion

Tourism marketing concepts; market segmentation; branding of destinations; digital marketing; social media promotion; tourism campaigns; brochures, websites, mobile applications, online travel platforms and public relations in tourism.

10. Event, Festival and MICE Tourism

Meetings, Incentives, Conferences and Exhibitions; event planning and coordination; tourism fairs, roadshows, cultural festivals, familiarisation trips, stakeholder meetings and management of tourism promotional events.

11. Transport and Tourist Facilitation

Role of air, rail, road and metro transport in tourism; last-mile connectivity; tourist transport services; travel documentation basics; tourist information, helpdesks, tourist guides and visitor support systems.

12. Tourism Laws, Ethics and Administration

Basic knowledge of laws relevant to tourism, consumer protection, heritage conservation, environment protection, safety, contract basics, government procedures, official noting/drafting, tendering basics, financial propriety and public service ethics.

13. Delhi Tourism and DTTDC-Specific Areas

Role and functions of DTTDC; promotion of Delhi as a year-round tourism destination; heritage walks, city tours, cultural events, tourism infrastructure, Delhi branding, tourism circuits, coordination with government departments and tourism stakeholders.

14. Emerging Trends in Tourism

Digital tourism, smart tourism, experiential tourism, film tourism, spiritual tourism, wellness tourism, night tourism, culinary tourism, urban tourism, data-driven tourism planning and use of technology in tourist services.