

Syllabus for Tourist Officer under Tourism Department, 2020

The examination will comprise of the following papers:

Sl. No.	Subject/Paper	Question Type	Full marks	Duration
1	General English Paper – I	Essay	100	3 hrs.
2	General English Paper - II	Objective/MCQ	100	2 hrs.
3	Technical Paper – I (Principles and Practices of Tourism)	Objective/MCQ	200	2 hrs.
4	Technical Paper – II (Tourism Administration & Operation)	Objective/MCQ	200	2 hrs.
5	Technical Paper – III (Contemporary Tourism and Aptitude Test)	Objective/MCQ	200	2 hrs.
Total			800	

Personal Interview will carry 100 marks.

General English Paper – I

- (a) Essay Writing 25 Marks
- (b) Précis Writing..... 15 Marks
- (c) Letter Writing..... 15 Marks
- (d) Idioms & Phrases 14 Marks
- (e) Expansion of passages 15 Marks
- (f) Comprehension of given passages 16 Marks

General English Paper – II

- (a) Grammar : 40 Marks
Parts of Speech, Nouns, Adjective, Verb, Adverb, Preposition, etc.
- (b) Composition 30 Marks
 - i) *Analysis of complex and compound sentences*
 - ii) *Transformation of sentences*
 - iii) *Synthesis of sentences*
- (c) Correct usage and vocabularies 30 Marks

Paper – I : Principles and Practices of Tourism

Unit-1: Meaning & Concepts of Tourism (40 Marks)

Introduction: Components; Types of Tourism- Domestic, Inbound, Outbound, International, Regional, Intra-regional Tourism; Tourists- Visitor, Traveller, and Excursionist–Definition and differentiation; Tourism, Recreation and Leisure; Tourist Destination Life Cycle, Travel and Tourism System, Leaper's Model of Tourism System, Mill and Morrison Model of Tourism System, Doxey's 'Irridex' model;

Unit-2: Tourism products and Resources (40 Marks)

Tourism Products of India & Mizoram: Features of Tourism Products- Tourist attraction Mountains/Hills/Beaches/Water Bodies; Forts/Palaces/Fairs and Festivals/Folk dances/Dance /Music/performing Art and crafts, Temples/Churches/Mosque and others; UNESCO World Heritage sites- Natural World Heritage, Cultural World Heritage; Architecture and Monuments of National Importance; Flora and Fauna- Major wildlife sanctuaries and National parks; Major Tourism Circuits. Land, Air and Water based adventure tourism destinations, attraction and activities.

Tourism destination and attractions of Mizoram: Cultural Tourism, Mountain/Hill Tourism, Adventure Tourism, Heritage Tourism, Ecotourism, Rural Tourism, etc.

Unit-3: Tourism Transportation (40 Marks)

Land Transport: Growth of road transport, Indian Road Network- Grand Trunk Road, National Highways Authority of India (NHAI), National Highways, State Highways, Golden Quadrilateral. Changing trends in tourism transport- OLA, UBER Car Rental, Caravan.

Air Transport: Scheduled and Non-Scheduled Airlines, Airline Industry in India, Air taxi, Airlines- Operation Management & Guidelines, Future of Aviation, Freedom of Air (ICAO), Open Sky Policy (DGCA), DGCA, IATA, ICAO, etc.

Railway Transport: Major Railway Networks of India, Zones and division of Indian Railway, Luxury tourism trains in India- Heritage Trains in India (Palace on Wheel, Deccan Odyssey, Golden Chariot), Toy Trains in India (Darjeeling Himalayan Railway, Kalka-Shimla Railway, Nilgiri Mountain Railway, Matheran Hill Railway, Kangra Valley Railway), IRCTC, Inrail Pass, Amtrak Rail Pass, Eurail pass, etc.

Water transport: National Waterways of India, Cruise ships/Ferries/Hovercraft, river based transport, Back water transport, etc.

Unit-4: Accommodation (40 Marks)

Hotel- Origin, growth and diversification, Star Categorization of Hotels in India, Classification of accommodation units on the basis of Size, Location, Facilities, Plan, Service and Ownership; Guidelines and Approval of Apartment Hotel, Guest House, Heritage Hotels, Motels, Vintage Hotels, Incredible India Home Stay/Bed & Breakfast, Tented Accommodation; Allied Catering services; Supplementary Accommodation- House Keeping- Front Office Management- Booking procedures- Types of Food and Beverages; Culinary tourism in India, Famous regional cuisines. Cuisines of Mizoram and North East.

Unit-5: Accounting & Finance (40 Marks)

Fundamental of Accounting- Account Receivable, Book Keeping, Balance of Payment (BOP), Break Even Analysis, Cash Disbursement, Cash Receipts, Cost Volumes, Foreign Exchange Earnings (FEE), IATA Ledger, Profit Analysis, Sales Journal, Tourism Expenditure, Tourism Ratio, Tourism Satellite Account, Tourism Satellite Account aggregates, Tourism Share.

Paper – II : Tourism Administration & Operation

Unit-1: Travel Agency and Tour Operation (40 Marks)

Online Travel Company/Portal, Destination Management Company (DMC), Inbound Travel Agency, Outbound Travel Agency, Domestic Travel Agency, Ground Tour Operator. Functions- Tour Package formation – Itinerary preparation, Tour Costing; Travel formalities – Passport/ VISA, Health Regulations, Travel Insurance, Custom Clearance, Foreign Exchange formalities, Baggage rules.

Unit-2: Tourism Marketing (40 Marks)

Unique features of Tourism Marketing, Characteristics of Tourism Products & Services, Marketing mix, Product Mix, Promotion Mix, Price Mix; Market Segmentation-Targeting-Positioning, Tourist behaviour; Distribution channel in Tourism; Market Research- Market forecast, Marketing Promotions- Tools of Promotion- E-Marketing,

Product Life Cycle (PLC), Destination Life Cycle (DLC), Branding and Packaging, Pricing Strategies, Tourism Promotion- Advertising (Audio, Visual, Print Media, E-Marketing, Online Marketing, Social Media Marketing.

Unit-3: Tourism Planning (40 Marks)

Tourism Planning Process, Assessment of Tourism Demand & Supply, Types of Tourism Planning- Sectoral, Spatial, integrated tourism planning, Centralised Planning, Decentralised Planning, Planning at National, Regional and State Level, Role of Government in Tourism Planning, Role of Private Sector in Tourism Planning, Role of Destination Community in Tourism Planning, Planning of Government of Mizoram.

Unit-4: Tourism Policies (40 Marks)

John Sargeant Committee- L.K.Jha Committee (Ad-hoc Committee) - 1963, National Tourism Policy -1982, Yunus committee 1988- Tourism Finance Corporation of India, National Action Plan on Tourism – 1992; National Tourism Policy-2002, Tourism in Five year plans.

Unit-5: Tourism & Hospitality Organization (40 Marks)

World Tourism Organization (UNWTO), United Federation of Travel Agent Association (UFTAA), World Travel & Tourism Council (WTTC), International Air Transport Association (IATA), Pacific Asia Travel Association (PATA), Ministry of Tourism (MoT) Government of India, India Tourism Development Corporation (ITDC), Travel Agent Association of India (TAAI), Adventure Travel Agent Association of India (ATAOI), Federation of Hotel & Restaurant Association of India (FHRAI), Department of Tourism, Mizoram

Paper – III : Contemporary Tourism and Aptitude Test

Unit-1: Emerging Trends in Tourism & Hospitality (30 Marks)

Medical Tourism, Yoga & Meditation Tourism, Ecotourism, Sustainable Tourism, Niche Tourism, Responsible Tourism, Over Tourism, Community based tourism, Factors influencing Tourism Industry, Emergence of Information and Community Technology in Tourism & Hospitality.

Unit-2: Tourism Impact (30 Marks)

Physical impact: Environment related, Carrying Capacity, Pollution issues of Air, Water, Soil and Noise;

Economic Impact: Sources of Income, Investment, Seasonality, Tourism impact on employment, Multiplier effect of Tourism, Balance of Payment, etc.

Socio-Cultural Impact: Social impacts of Tourism, Cultural Erosion, Neo Colonisation Demonstration Effect- Impact on Local Community, Environmental Impact Assessment (EIA).

Unit-3: Ministry of Tourism (MOT), GOI (30 Marks)

Domestic and International Travel Marts; Branding of Tourism products- “Incredible India Campaign-2002”, Explore Rural India Campaign-2004, Atithi Devo Bhava Campaign-2008, SWADESH Darshan, Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) Scheme; Swachh Bharat Abhiyan, Dekho Apna Desh, Ek Bharat Shreshth Bharat; Market Research & Statistics of MOT, International Cooperation, Visa on Arrival, E-Visa.

Unit-4: Tourism in North East & Mizoram (30 Marks)

Tourism Promotion of North-East, Potential Tourism Destination, Attractions and Activities in North Eastern States, Mizoram Industrial Policy, Mizoram Ecotourism Policy-2017, Inner Line Permit (ILP), The Mizoram ‘Registration of Tourist Trade’ Act 2020, etc.

Unit-5: Tourism updates (30 Marks)

International Tourism updates, India Tourism updates, Mizoram Tourism Updates

Unit-6: Aptitude Test (50 Marks)

(a) Numerical And Figurework Tests: (15 Marks)

These tests are reflections of fluency with numbers and calculations. It shows how easily a person can think with numbers. The subject will be given a series of numbers. His/Her task is to see how the numbers go together to form a relationship with each other. He/She has to choose a number which would go next in the series.

(b) Verbal Analysis And Vocabulary Tests: (15 Marks)

These tests measure the degree of comfort and fluency with the English language. These tests will measure how a person will reason with words. The subject will be given questions with alternative answers, that will reflect his/her command of the rule and use of English language.

(c) **Visual And Spatial/3-D Ability Tests: (10 Marks)**

These tests are used to measure perceptual speed and acuity. The subject will be shown pictures where he/she is asked to identify the odd one out; or which comes next in the sequence or explores how easily he/she can see and turn around objects in space.

(d) **Abstract Reasoning Tests: (10 Marks)**

This test measures the ability to analyse information and solve problems on a complex, thought based level. It measures a person's ability to quickly identify patterns, logical rules and trends in new data, integrate this information, and apply it to solve problems.

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