

SYLLABUS FOR ASSISTANT TOURIST OFFICER (ATO)
UNDER TOURIST DEPARTMENT

General English

Full Mark : 100 Marks

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| a) | Essay Writing (Not more than 300 words) | : | 20 Marks |
| b) | Idioms & Phrases (Objective Type/MCQ) | : | 16 Marks |
| c) | Comprehension of given passages (Objective Type/MCQ) | : | 12 Marks |
| d) | Grammar : Parts of Speech : Nouns, Adjective, Verb, Adverb, Preposition, etc. (Objective Type/MCQ) | : | 20 Marks |
| e) | Composition (Objective Type/MCQ) (i) Analysis of complex and compound sentences. (ii) Transformation of sentences. (iii) Synthesis of sentences. | : | 16 Marks |
| f) | Correct usage and vocabularies (Objective Type/MCQ) | : | 16 Marks |

SYLLABUS FOR ASSISTANT TOURIST OFFICER (ATO) UNDER TOURIST DEPARTMENT

Technical Paper-I

Full Marks : 150 Marks

1. Fundamentals of Tourism-

50 Marks

- i) **Tourism and its importance in India-** Historical Evolution and Development
- ii) **Heritage of India-** Use of History, Monuments and Museums, Living Culture and Performing Arts, Religions of India
- iii) **Geography of Tourism-** India's Biodiversity: Landscape, Environment and Ecology, Seasonality and Destinations, Monsoon, rainfall, weather and climate - Water resources - rivers in India - Soil, minerals & natural resources - Natural vegetation - Forest & wildlife - Agricultural pattern, livestock & fisheries - Transport & communication - Centres 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, Map and Chart Work
- iv) **Tourism Impact-** Economic Impact, Social, Environmental and Political Impacts, Threats and Obstacles to Tourism

2. Fundamentals of Hospitality Management-

50 Marks

- i) **Hospitality and its origin-** Hotels, their evolution and growth
- ii) **Hotels and their core areas-** Fundamentals of Front office, Housekeeping, Food & Beverage Service and Food Production
- iii) **Classification of Hotels-** Size, Star, Location & Clientele, Independent hotels, Hotel chains of India, Franchise/Affiliated hotels, Time shares and condominiums, Hotels & tourist accommodations
- iv) **Regional cuisines-** Major regions of India

3. Fundamentals of Business Communication-

20 Marks

- i) **Introduction to communication-** Need, Purpose, Nature & Models of communication, Barriers to communication & overcoming the barriers
- ii) **Listening skills-** Definition, Levels & Types of listening, barriers and guidelines for effective listening
- iii) **Spoken communication-** Restaurant and hotel English, Essential qualities of a good speaker, Defining the purpose of a speech, Organizing the ideas, Formal Presentation guidelines and Dos and Don'ts while making and delivering formal presentations

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- iv) **Written communication-** Formal letters, Informal letters, Memoranda, Technical report writing, Minutes of meetings, Travelogues, Articles for newspapers, Leveraging social media- Twitter, Facebook, Instagram, Pinterest, LinkedIn etc

4. Basic Computer Application –

10 Marks

- i) **Computer Fundamentals**–Elements of a Computer System- Definitions, Characteristics of Computers, Classification of Computers, Limitations
- ii) **Hardware Features and Uses**-Components of a Computer, Generations of Computers, Primary and Secondary Storage Concepts, Data Entry Devices, Data Output Devices
- iii) **Software Concepts**- System Software, Application Software
- iv) **Operating Systems**–Introduction to Windows: GUI/Features, Windows 95 and above OS, Parts of a Typical Window and their Functions

5. Basics of Accounting & Finance-

20 Marks

- i) **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 Ratio statement, Hotel Costing and Canteen Costing, Working Capital Management

**SYLLABUS FOR ASSISTANT TOURIST OFFICER (ATO)
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Technical Paper-II

Full Marks : 150 Marks

1. Tourism Administration & Operations-

100 Marks

- i) **Tourism Industry-** Tourism system, Constituents of Tourism Industry and Tourism Organisations, Tourism Regulations, Statistics and Measurements, Ministry of Tourism schemes for Travel Trade
- ii) **Tourism Services and Operations** –Travel Agency, Tour Operators, Guides and Escorts Unit, Tourism Information, Modes of Transport, Tourist Accommodation, Informal Services in Tourism, Subsidiary Services: Categories and Roles, Shops, Emporiums and Fairs
- iii) **Tourism Marketing and Communications-** Tourism Marketing – Relevance, Product Design, Market Research, Tourism Marketing – Promotional Events, Advertising Publicity, Selling, Role of Media and Writing for Tourism, Travel documentation
- iv) **Tourism Planning and Policy-** Tourism Policy and Planning, Infrastructural Development, Local Bodies, Officials and Tourism, Tourism Development, Ministry of Tourism schemes in Infrastructure Development, Niche Tourism
- v) **Managerial Practices in Tourism-** Tour Operators, Travel Agencies Unit, Public Relations, Tourist Transport, Airlines, Airports, Convention Industry- Planning Conventions/ Events, Management and Implementation of Conventions/ Events
- vi) **Tourism in Mizoram-** Ministry of Tourism schemes- Rural Tourism, Infrastructure Development Schemes, Public Private Partnership in Infrastructure Development, Regulations & permits for tourists, Department of Tourism- General awareness, activities, achievements, Tour operators, Mizoram-History, Geography, Politics, Religions, Socio- Economic landscape, Places of Interest- Major Districts, Events & Festivals, Dances, Literary contributors & contributions- Folklore, songs, poetry

2. Hospitality Management in Mizoram-

50 Marks

- i) **Hospitality Facilities in Mizoram-** Accommodation- Gov. & Private facilities- Types, Location, Facilities provided, Rates
- ii) **Traditional Cuisine:** History of local Cuisine, drinks- Types of locally brewed rice wine (Zu) and their significance, Regional Cuisines, Recipes, Ingredients, Methods of Cooking, Speciality Restaurants and other Catering Outlets, Gov. policies & regulations pertaining to Sale, Service & Consumption of Liquor
- iii) **Prevalent Alternative Leisure Activities, Picnic Spots & Resorts-** Promotion, Management, Varieties, Locations, Gov. and Private ownership, Facilities provided, Rates
