TOURISM STUDIES

BTS

Third Year

Assignments Booklet
(2023)

TS-3, TS-6 and TS-7

School of Tourism and Hospitality Services Management
Indira Gandhi National Open University Maidan Garhi,
New Delhi – 110 068

BTS ASSIGNMENTS
TOURISM STUDIES ASSIGNMENTS

Dear Student,

You will have to do one Tutor Market Assignment (TMA) in each of the courses in Tourism Studies.

Before attempting the assignments please read the instructions provided in the Programme Guide for Tourism Studies. In this despatch we are sending you the Assignments for TS-3, TS-6 and TS-7.

Note: All Assignments must be **submitted in time** and they should be **sent to the Coordinator of your Study Centre**. You must mention your Enrolment Number, Name, Address, Assignment Code and Study Centre Code on the first page of the assignment.

You must obtain a receipt from the Study Centre for the assignments submitted and retain it. If possible, keep a photocopy of the assignments with you.

After evaluation, the assignments have to be returned to you by the Study Centre. Please insist for this and keep them as a record with you. The Study Centre has to send the marks to Students Evaluation Division at IGNOU, New Delhi.

GUIDELINES FOR DOING ASSIGNMENTS

We expect you to answer each question in about 600 words or as mentioned in the assignments. You will find it useful to keep the following points in mind:

1) **Planning**: Read the assignments carefully. Go through the Units on which they are based. Make some points regarding each question and then rearrange them in a logical order.

2) **Organisation**: Be a little selective and analytic before drawing up a rough outline of your answer. Give adequate attention to your introduction and conclusion.

   Make sure that your answer:

   a) is logical and coherent;

   b) has clear connections between sentences and paragraphs; and

   c) is written correctly giving adequate consideration to your expression, style and presentation.

3) **Presentation**: Once you are satisfied with your answer, you can write down the final version for submission, writing each answer neatly and underlining the points you wish to emphasise.

Wishing you all the best,

Dr. Arvind Kumar Dubey
Programme Coordinator, BTS

ASSIGNMENT SUBMISSION SCHEDULE

Compulsory Course	Last Date for January 2023 Session	Last Date for July 2023 Session	
TS-3	April 15, 2023	October 15, 2023	
TS-6	October 15, 2023	April 15, 2024	
TS-7	October 15, 2023	April 15, 2024	

TS-3   MANAGEMENT IN TOURISM
(TUTOR MARKED ASSIGNMENT)

Course Code: TS-3   **Programme: BTS**
Total Marks: 100   **Assignment Code: TS-3/ TMA/ 2023**

Note: This TMA consists of ten questions, out of which you have to attempt any five. The question carries 20 marks each and should be answered in about 600 words each. Send your TMA to the coordinator of your Study Centre.

1.   What do you understand by Managerial roles, Tasks & responsibilities?   20

2.   What are the different dimensions of organisational culture? Discuss the components of Organisational Structure.   20

3.   How would you define Planning? What are the various steps involved in formulating a plan? Explain with an example.   20

4.   Define the following:-   (5X4=20)

    (a)   Feedback Control
    (b)   Importance of Effective Communication
    (c)   MOT
    (d)   Budgetary Control

5.   What are group Norms and Values? How can a small group influence the behaviour of its members?   20

6.   Discuss the importance of Human Resource Management & Human Resource Planning in Tourism?   20

7.   What are the different types of Budget? What is the importance of Budgeting in the tourism Industry?   20

8.   How do you perceive the role of technology in future tourism operations? What is the role of Artificial Intelligence in Tourism industry?   20

9.   Formulation of a Project generally culminates in the preparation of a Project Report. Elaborate.   20

10.   What is the role of PR services in marketing a tourism product/destination? Discuss the Challenges for PR in Indian Tourism.   20

TS-6: TOURISM MARKETING
(TUTOR MARKED ASSIGNMENT)

Course Code: TS-6   **Programme: BTS**
Total Mark: 100   **Assignment Code: TS-6/TMA/2023**

Note: This TMA consists of ten questions, out of which you have to answer any five. The questions carry 20 marks each and should be answered in about 600 words each. Send your TMA to the Coordinator of your Study Centre.

1. Explain, citing relevant examples, why marketing of tourism is a complex process.   20

2. What is meant by market segmentation? Discuss variables used for tourism market segmentation.   20

3. Define competitive analysis and competitive strategies. Why are they necessary in tourism marketing? Give suitable example.   20

4. Mention the purposes for which familiarization tours are conducted. Who all would you invite for the tour and which type of destination will be visited?
                                                                   20

5. Define Product Mix, Product line and Product item. What factors should be considered while designing a tourism product?   20

6. What is meant by sustainable tourism? How does socially responsible marketing contribute to the sustainable development of a destination?   20

7. Discuss the role and importance of National Tourist Organisation in the marketing of tourism destination.   20

8. Write a detailed note on the 5th P in tourism marketing. Support your answer with suitable example.   20

9. Describe the various levels of the distribution channels for tourism products and services. Also explain the factors which influence the selection of distribution channels.   20

10. Write short notes on the following in about 150 words.   (4x5=20)
    a) Purpose of market research
    b) AIDA Formula
    c) Brochures as Promotional tool
    d) NGO's role in creating tourism awareness

Course Code: TS-7	**Programme: BTS**
Total Mark: 100	**Assignment Code: TS-7/TMA/2023**

Note: This TMA consists of ten questions, out of which you have to answer any five. The questions carry 20 marks each and should be answered in about 600 words each. Send your TMA to the Coordinator of your Study Centre.

1   Define Human Resource Planning? List the objectives of human resource planning.   20

2   What do you mean by manpower forecasting? What are various types of manpower   20
    forecasting? Explain macro-forecasting with example.

3   Write an essay on 'Computer Application in Human Resource Management'.   20

4   Write short notes on the following in about 150 words each: (4 x 5= 20)   20
      a.   Human Resource
      b.   Human Resource Audit
      c.   Job Description
      d.   Sources of Recruitment

5   Define motivation? Explain any two theories of motivation with suitable example.   20

6   What are the various methods of training? Explain off-the-job training methods with   20
    suitable examples.

7   What are the components of Salary? Explain each with suitable examples.   20

8   What are the various causes of indiscipline? Explain each with examples.   20

9   What is Career Planning? Differentiate between Career and manpower planning.   20

10 What do you mean by Counseling? List the various skills and techniques required to be   20
    an excellent counselor.