

TOURISM STUDIES

DTS Assignments Booklet (2022)

**Compulsory Courses
TS-1 to TS-3**

**Optional Course
TS-4 to TS-6**



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

DTS 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-1 to TS-3 (compulsory courses) and TS-4 to TS-6 (optional courses). *Students are advised to attempt only one opted course from TS-4 to TS-6.*

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 700/500 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,

Prof. Paramita Suklabaidya
Programme Coordinator, DTS

ASSIGNMENT SUBMISSION SCHEDULE

For January Session

Compulsory Course	Last Date	Optional Course	Last Date
TS-1	April 15, 2022	TS-4	October 15, 2022
TS-2	April 15, 2022	TS-5	October 15, 2022
TS-3	October 15, 2022	TS-6	October 15, 2022

For July Session

Compulsory Course	Last Date	Optional Course	Last Date
TS-1	October 15, 2022	TS-4	April 15, 2023
TS-2	October 15, 2022	TS-5	April 15, 2023
TS-3	April 15, 2023	TS-6	April 15, 2023

**TS- 1 FOUNDATION COURSE IN TOURISM
(TUTOR MARKED ASSIGNMENT)**

**Course Code: TS-1
Total Marks: 100**

**Programme: DTS
Assignment Code: TS-1/ TMA/ 2022**

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. Discuss the economic impacts of tourism in context of a developing economy. Write a short paragraph on impact of Covid-19 on tourism economy of India. 20
2. Elaborate the relationship between infrastructure and tourism. Support your answer with suitable examples. 20
3. What do you understand by performing arts? Discuss the role of performing arts in destination development. 20
4. Discuss Buddhism as a religion along with the famous Buddhist Circuit as a successful tourism product. 20
5. Elaborate the relevance of maps and charts for a tourism entrepreneur. Discuss the importance of Salva sutra and Arthashastra in history of map making in India. 20
6. What is the importance of information for tourism industry? What are the various sources used by tourism professionals to gather relevant information? 20
7. Differentiate between a guide and an escort. 20
8. Write short notes on any two of the following: 10x2= 20
 - a) Multiplier effect in tourism
 - b) Five major tourist attractions related to Sikhism
 - c) Threats and Obstacles to tourism
9. What are the various types of tourist accommodations? Discuss the Air BnB model of accommodation in brief. 20
10. Discuss the historical evaluation and development of tourism in India. 20

**TS 2: Tourism Development: Products, Operations and Case Studies
(TUTOR MARKED ASSIGNMENT)**

**Course Code: TS-2
Total Marks: 100**

**Programme: DTS
Assignment Code: TS-2/TMA/2022**

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. How does the knowledge of world tourism trends help in tourist development? 20
2. Discuss the problems faced by escorts and tourist while conducting a city tour. 20
3. What is “Path Finder”? How did the Sherpa evolved into a path finder? 20
4. How can local customs help to make a visitors experience more memorable? Give suitable examples. 20
5. What is the importance of fair and festivals in travel and tourism field? Why is it important to exercise caution in developing local fairs as tourist attractions? 20
6. Discuss the relationship between adventure, sports and tourism. 20
7. How can one link festivals with tourism promotion? Discuss by giving suitable examples. 20
8. Write an essay on “Palace on wheels”. 20
9. Write shot notes on. 10x2=20
 - a) Railway Package Tours
 - b) PATA Travel Marts
10. Write shot notes on. 10x2=20
 - a) European Tourist Markets
 - b) Highway Tourism

**TS-3 MANAGEMENT IN TOURISM
(TUTOR MARKED ASSIGNMENT)**

**Course Code: TS-3
Total Marks: 100**

**Programme: DTS
Assignment Code: TS-3/ TMA/ 2022**

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 Entrepreneurship? What are the qualities to become a successful entrepreneur in tourism sector? 20
2. Define an organization. Briefly discuss four types of organizational structures. 20
3. What do you understand by convention tourism? Discuss in detail about convention tourism. 20
4. What do you understand by interpersonal behaviour? Explain the importance of ego states in analyzing interpersonal behaviour. 20
5. Discuss in detail about Human Resource planning. What role appraisal system plays in motivating employees? 20
6. As a tourism entrepreneur which financial aspect will you consider ensuring effective financial management of your firm? 20
7. List the steps for setting up a Tour Operator Company. Why do you think it is important to provide quality service in tourism? 20
8. Write short notes on the following: 5x4=20
 - a) Sole proprietorship
 - b) Skills for effective supervision in tourism
 - c) Role of trade fairs in tourism
 - d) Steps in decision making
9. Discuss the role of menu in a successful restaurant venture. Which factors will you take into account while deciding a menu for a restaurant? 20
10. Write in detail about transport services in tourism. How can one do forecast in transport services? 20

**TS 4: Indian Culture: Perspective for Tourism
(TUTOR MARKED ASSIGNMENT)**

**Course Code: TS-4
Total Marks: 100**

**Programme: DTS
Assignment Code: TS-4/TMA/2022**

**Note: Attempt any five in about 600 words each. Each question carries 20 marks.
Send your TMA to the Coordinator of your Study Centre.**

1. What do you understand by culture? Elaborate its determinants. 20
2. Why conservation and preservation of artistic and cultural heritage is necessary? Give suitable examples. 20
3. Give a brief account of social impact of Jainism and Buddhism. 20
4. Write an essay on “Music: Genesis and Development”. 20
5. Describe the role of Indian Cinema in promotion of destinations. Give suitable examples. 20
6. Discuss features of colonial architecture styles. 20
7. Write short notes on: 10x2=20
 - a) The Archaeology of Ganga Valley
 - b) Antiquities
8. Critically analyse attempts made by Indian Government to protect the interests of Indian handloom sector. 20
9. Write short notes on following tribes: 10x2=20
 - a) Bhotia
 - b) Santhal
10. Examine the problems of current tourism policy of Government of India. How to minimise problems of current tourism policy? 20

**TS-5: ECOLOGY, ENVIRONMENT AND TOURISM
TUTOR MARKED ASSIGNMENT**

Course Code: TS-5

Programme: DTS

Total Marks: 100

Assignment Code: TS-5/TMA/2022

**Note: Attempt any five in about 600 words each. Each question carries 20 marks.
Send your TMA to the Coordinator of your Study Centre.**

1. Discuss the concept of environment and its conservation in the Indian philosophical tradition. 20
2. What do you understand by Ecosystem? Explain the different components of the ecosystem. 20
3. What are the different Biomes of India? How can the biomes be used as a tool for Tourism Promotion? Support your answer with suitable examples. 20
4. Define Biodiversity. Explain the relationship between Biodiversity and Tourism Industry with the help of examples. 20
5. Differentiate between the following: 4 X 5=20
 - i) Abiotic and Biotic Environment
 - ii) Food Chain and Food Web
 - iii) Commensalism and Mutualism
 - iv) Temperate Deciduous Forests and Tropical Deciduous Forests
 - v) Hill Tourism and Coastal Resorts
6. What is resource partitioning? Explain its ecological significance with the help of examples. 20
7. What do you understand by the term 'Community' and 'Regional Assets'? Explain the inter-relationship between the two with the help of examples. 20
8. Explain the concept of Alternative tourism with appropriate examples. 20
9. Discuss the impact of tourism activities on the Environment. Suggest possible ways to minimize negative environmental impact of tourism. 20
10. Write short notes on any two of the following: 2X10 = 20
 - i) Multiplier Effect
 - ii) Wetland
 - iii) Carrying Capacity

**TS-6: TOURISM MARKETING
(TUTOR MARKED ASSIGNMENT)**

**Course Code: TS-6
Total Mark: 100**

**Programme: DTS
Assignment Code: TS-6/TMA/2022**

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. Give an account of the evolution of Marketing. Why is marketing important in tourism? 20
2. Discuss giving suitable examples the application of the market segmentation concept in tourism. 20
3. Elaborate the steps of conducting a Marketing Research . 20
4. Write short notes on the following in about 150 words each: (5x4=20)
 - a) Forecasting in Tourism
 - b) Familiarisation tours
 - c) Questionnaire
 - d) Socially Responsible Marketing
5. Write a detailed note on the Marketing Mix in tourism. 20
6. Discuss the role of NGO's in the development of tourism. 20
7. Citing suitable examples, discuss the role of events, activities and individual in the marketing of a destination. 20
8. As the Marketing Manager of a 5 star hotel, how would you design its marketing strategy? 20
9. Elaborate the objectives of airline scheduling. Also explain the schedule planning process. 20
10. Why is market analysis necessary in Tour Operation Business? Discuss the various factors one should consider while designing a tour operators' product? 20

ENROLMENT NO.:

NAME:.....

ADDRESS:

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DATE:

Course Title:

Assignment Code:

NOTE: Submit the assignment to the Coordinator of the programme centre .
