

# **TOURISM STUDIES**

**BTS**

**Third Year**

**Assignments Booklet  
(2020)**

**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 2020 Session	Last Date for July 2020 Session
TS-3	April 15, 2020	October 15, 2020
TS-6	October 15, 2020	April 15, 2021
TS-7	October 15, 2020	April 15, 2021

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

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

**Programme: BTS  
Assignment Code: TS-3/TMA/2020**

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**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.**

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|--|---------|
| Q1. What do you understand by Managerial Roles? What are the responsibilities of a Manager?  | 20      |
| Q2. Who is an entrepreneur? Discuss the qualities required to be an entrepreneur.  | 20      |
| Q3. Discuss the importance of human resource development in tourism services.  | 20      |
| Q4. What do you understand by decision making? List the steps in decision making.  | 20      |
| Q5. Write short notes on:<br>a) Delegation of Authority<br>b) Management Information System<br>c) Planning Skills<br>d) Organisation Culture | 5x4= 20 |
| Q6. Discuss the importance of Human Resource Management in Tourism.  | 20      |
| Q7. What do you understand by financial management? What steps would you take for managing cash?   | 20      |
| Q8. Discuss the importance of product knowledge in packaging tours.  | 20      |
| Q9. Discuss the various forms of challenges faced by the PR department.  | 20      |
| Q10. Explain the importance of control system in food services.  | 20      |

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

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

**Programme: BTS  
Assignment Code: TS-6/TMA/2020**

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**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.**

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1. Explain the terms 'marketing' and 'marketing organisations'. Discuss various possible job positions and job descriptions in a full scale marketing department. 20
2. What are the major variables for segmenting tourism markets? Explain any three variables citing appropriate examples. 20
3. What do you understand by Competitive analysis? Explain various strategic options of analyzing competition in the travel trade. 20
4. Write short notes on the following in about 150 words each: 5x4=20
  - a) Purpose of Market Research
  - b) Market Surveys
  - c) Application of Forecasting in tourism
  - d) Role of technology in tourism marketing
5. Why should the local bodies have a say in tourism development? What role can the local bodies play in tourism marketing? 20
6. Write notes on the following in about 300 words each: 10x2=20
  - a) NGO's intervention in tourism
  - b) Role of Travel Marts in tourism promotion
7. Discuss the relevance and application of the Fifth P in Tourism Marketing. 20
8. Discuss how regions, cities and leisure spots can be marketed as tourism products. 20
9. How should India market its local food to the tourists? 20
10. What are the characteristics of Accommodation Marketing? List challenges that Star category hotels may face in marketing and suggest steps to overcome them. 20

**TS-7: HUMAN RESOURCE DEVELOPMENT  
(TUTOR MARKED ASSIGNMENT)**

**Course Code: TS-7**  
**Total Marks: 100**

**Programme : BTS**  
**Assignment Code: TS-7/TMA/2020**

**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.**

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1. Write a detailed note on Human Resource Information Systems (HRIS) highlighting the approaches for an effective HRIS. 20
2. Discuss the concept of Job Evaluation. Also, explain any two methods of Job evaluation. 20
3. What are the characteristics of Personnel Management? Discuss the functions of personnel management. 20
4. Discuss the importance of interview as a selection tool. Support your answer with the help of suitable examples. 20
5. Write short notes on the following: 4x5 = 20
  - i. Uses of task analysis
  - ii. Induction Process
  - iii. Maslow's Theory
  - iv. Performance Appraisal
6. What is the need for staff training? What are the various methods of training commonly used in the tourism and hospitality industry? 20
7. Discuss the importance of Employee Motivation for the purpose of Job enrichment and Productivity. Support your answer with suitable examples from the service industry. 20
8. What is the need of Career Planning? Discuss the steps of Career Planning Process. 20
9. Discuss the Aims, Principles and Components of Salary Administration. What is the process of evolving a salary structure? Explain with help of examples. 20
10. Differentiate between the following: 4x5 = 20
  - i. Job analysis and Job Description
  - ii. Recruitment and Selection Employee
  - iii. Counseling and Employee Motivation
  - iv. Retrenchment and Lay off