

TOURISM STUDIES

DTS Assignments Booklet (2013-14)

**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,

Dr. Arvind Kumar Dubey
Programme Coordinator, DTS

ASSIGNMENT SUBMISSION SCHEDULE

For January Session

Compulsory Course	Last Date	Optional Course	Last Date
TS-1	April 15, 2013	TS-4	October 15, 2013
TS-2	April 15, 2013	TS-5	October 15, 2013
TS-3	October 15, 2013	TS-6	October 15, 2013

For July Session

Compulsory Course	Last Date	Optional Course	Last Date
TS-1	October 15, 2013	TS-4	April 15, 2014
TS-2	October 15, 2013	TS-5	April 15, 2014
TS-3	April 15, 2014	TS-6	April 15, 2014

**TS-1: FOUNDATION COURSE IN TOURISM
TUTOR MARKED ASSIGNMENT**

Course Code: TS-1
Total Mark: 100

Programme: DTS
Assignment Code: TS-1/TMA/2013-14

Note: This TMA consists of two parts.

Part I consists of **two questions** out of which you have to **attempt any one**. The question carries **25 marks** and should be answered in about **700 words**.

Part II consists of **8 questions**. **Attempt any five** in about **500 words** each. Each question carries **15 marks**.

Send your TMAs to the Coordinator of your Study Centre.

PART – I

1. Describe the various forms of Tourism with examples. 25

OR

2. What role do the Governmental organizations play in tourism development in India? 25
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PART – II

1. Describe in detail the inbound-outbound travel regulations and its impact on tourism. 15
2. Write short notes on the following: 5x3=15
- a. Operations of a Travel Agency
 - b. Tour Operators and its kinds
 - c. Manila Declaration
3. Discuss the definition and uses of Statistics and its importance in tourism industry. 15
4. Discuss the role of Road and Rail Transport in the promotion of domestic tourism in India. 15
5. Describe the various types of accommodations and the principal factors to be kept into consideration while marketing the same. 15
6. What is Product Design and why is Positioning an important factor? 15
7. Discuss some aspects that you will cover in developing communication skills related to PR. 15
8. Explain how Advertising and Marketing gives a boon to travel and tourism industry. 15

**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/2013-14

Note: This TMA consists of two parts.

Part I consists of **two questions** out of which you have to **attempt any one**. The question carries **25 marks** and should be answered in about **700 words**.

Part II consists of **8 questions**. **Attempt any five** in about **500 words** each. Each question carries **15 marks**.

Send your TMA to the Coordinator of your Study Centre.

PART – I

- | | |
|-------------------------------------------------------------------------------------------------------------------------|----|
| 1 Describe various factors that are analyzed to study demographic profiles and their importance in tourism planning? | 25 |
| OR | |
| 2 Discussing the relationship between wild life and tourism elaborate upon do's and don't's while visiting a sanctuary. | 25 |
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PART – II

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|-------------------------------------------------------------------------------------------------------------------------------------------|----------|
| 1 Elucidate upon the indicators that affect travel propensity of the tourists. | 15 |
| 2 Describe a plan for conducting a tour of your own town for a group of foreign tourists. | 15 |
| 3 “Dance and Music, is the key of entertainment in Indian Tourism”. Comment. | 15 |
| 4 How can adventure and sports be used as tourist attractions? | 15 |
| 5 Describe seasonal fairs and festivals of India. Also explain how these supports tourist industry. | 15 |
| 6. Trace the historical roots of Kalinga – Bali Yatra. Discuss the measures taken to publicise this festival in order to promote tourism. | 15 |
| 7 What marketing strategies should tourism practitioners adopt in order to sustain and enhance the market base? | 15 |
| 8 Write short notes on any three of the following: | 5X3 = 15 |
| a) Concept of “Highway Tourism” | |
| b) PATA | |
| c) Functioning of Air India | |
| d) Mountain Guide | |
| e) Ethnic Tourism | |

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

Course Code: TS-3
Total Mark: 100

Programme - DTS
Assignment Code: TS-3/TMA/2013-14

Note: This TMA consists of two parts.

Part I consists of **two questions** out of which you have to **attempt any one**. The question carries **25 marks** and should be answered in about **700 words**.

Part II consists of **8 questions**. **Attempt any five** in about **500 words** each. Each question carries **15 marks**.

Send your TMAs to the Coordinator of your Study Centre.

PART – I

1. What do you understand by Entrepreneurship? As an entrepreneur how would you set up your tourism business? 25

OR

2. What is the importance of Public Relation in Marketing/Publicity? Also discuss the obstacles faced by PR in tourism industry. 25
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PART – II

1. Define the term Human Resource Management and elaborate its importance for the tourism industry. 15
2. Write short notes on the following: 5x3=15
- a. Profitability Analysis
 - b. Ego Status
 - c. Convention Customers
3. What do you mean by Balance Sheet and identify its purposes. 15
4. Discuss the challenges faced by the Airport Management Teams and also suggest required solutions to overcome them. 15
5. Discuss the importance of Information Technology and its effective role in marketing and promoting tourism. 15
6. What do you mean by Sole Proprietorship form of business? Also mention the advantages and disadvantages of Sole Proprietorship. 15
7. How do you prepare Project Proposal and what are the key factors considered in making them? 15
8. Discuss Break Even Point and Break Even Chart and its impact over the costing of firms. 15

**TS-4: INDIAN CULTURE: PERSPECTIVE FOR TOURISM
(TUTOR MARKED ASSIGNMENT)**

Course Code: TS-4
Total Marks: 100

Programme: DTS
Assignment Code: TS-4/TMA/2013-14

Note: This TMA consists of two parts.

Part I consists of **two questions** out of which you have to **attempt any one**. The question carries **25 marks** and should be answered in about **700 words**.

Part II consists of **8 questions**. **Attempt any five** in about **500 words** each. Each question carries **15 marks**.

Send your TMA to the Coordinator of your Study Centre.

PART – I

1 Describe in detail the chief feature of Indian Cultural Heritage? 25

OR

2 What are major metal crafts of India? Mention the main centres of their production in India 25

PART – II

1 What are the main facets of conservation? Why is the conservation of cultural property important? 15

2 Discuss the significant social and economic changes brought during Gupta Period. 15

3 Examine the genesis and evolution of various forms of music in India? 15

4 Write a note on the growth and development of Indian Architecture during the Mughal? 15

5 What is the relationship between tourism and the development of handicrafts? Illustrate your answer with examples. 15

6) Write a brief note on the Indian Clay Pottery? 15

7 Examine the changes brought about in the Indian Costumes during the medieval period? 15

8 Write short notes on any 3 of the following: - 5X3= 15

- a) Tribal Economy
- b) Role of Media in Tourism Promotion
- c) Bhakti Movement
- d) *Varna system* in Vedic period
- e) Social impact of Jainism and Buddhism

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

Course Code: TS-5
Total Mark: 100

Programme - DTS
Assignment Code: TS-5/TMA/2013-14

Note: This TMA consists of two parts.

Part I consists of **two questions** out of which you have to **attempt any one**. The question carries **25 marks** and should be answered in about **700 words**.

Part II consists of **8 questions**. Attempt any five in about **500 words** each. Each question carries **15 marks**.

Send your TMAs to the Coordinator of your Study Centre.

PART – I

1. Enumerate with help of examples Biodiversity and its relation with the tourism industry. 25

OR

 2. What do you understand by Tourism Planning? Explain with the help of examples the significance of a Tourism Master Plan and its various components. 25
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PART – II

1. What do you understand by the term 'community' and 'Regional Assets'? With the help of examples explain the inter-relationship between the two. 15
2. Write short notes on the following: 5x3=15
 - i) Pressures on Hosts/Locals
 - ii) Conservation and its history in modern times
 - iii) Causes of regional imbalances
3. Discuss in detail the impact of ecotourism on environment and its possible solutions. 15
4. What are Wetlands? Explain its significance and suggest measures for its conservation. 15
5. How hotels and resorts are responsible for Environmental Degradation? Suggests remedial measures to be taken by hotelier and recreationists to avoid such degradation. 15
6. Why Islands and Beaches are significant to the tourism industry? Explain how uncontrolled tourism affects the environment of Islands and Beaches? 15
7. Define the terms 'vegetation' and 'wildlife'. Discuss with the help of examples the impact of tourism on wildlife. 15
8. Who are visitors? Why eco-sensitive behaviour is expected from the visitor visiting a destination? Support with examples. 15

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

Course Code: TS-6
Total Marks: 100

Programme: DTS
Assignment Code: TS-6/TMA/2013-14

Note: This TMA consists of two parts.

Part I consists of **two questions** out of which you have to **attempt any one**. The question carries **25 marks** and should be answered in about **700 words**.

Part II consists of **8 questions**. Attempt any five in about **500 words**. Each question carries **15 marks**. Send your TMA to the Coordinator of your Study Centre.

Part I

1. What role does technology play in Tourism Marketing? Explain with the help of examples. 25

OR

2. What do you understand by Alternative and Supplementary accommodation? What are the various types of alternative and supplementary accommodations available? 25
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Part II

1. What do you understand by Marketing Research? Discuss its scope and various sources of information. 15
2. Discuss in detail the variables of Competitive Analysis. 15
3. With the help of examples discuss the developmental role played by NGOs in the area of tourism. 15
4. Define product. Identify the factors that influence product formulation in tourism. 15
5. Write notes on the following: (5+5+5=15)
- a) Quantitative and Qualitative analysis
 - b) Factors influencing Tourism Forecasting
 - c) Trade Fairs and Travel Marts
6. Why Fifth P is necessary in Tourism Marketing? How Fifth P can be used in designing Marketing Strategies? 15
7. How shopping, education and culture can be marketed as tourist attractions. Highlight the drawbacks while marketing these products. 15
8. With the help of examples explain various elements of Promotional Mix 15