

TOURISM STUDIES

BA - IHA

**Assignments Booklet
(2014 - 15)**



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

BA - IHA ASSIGNMENTS

TOURISM STUDIES

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 BA - IHA. In this despatch we are sending you the Assignments for all the BEGE - 103 and all the TS courses. Kindly complete the assignments of the courses pertaining to your year of study.

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

You must obtain a receipt from the Programme 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 Programme Centre. Please insist for this and keep them as a record with you. The Programme Centre Coordinator has to send the marks to Programme Coordinator, BA - IHA Programme, Room # 12, Block # 15 - I, IGNOU, Maidan Garhi, New Delhi - 110068.

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.

The last date for the submission of the assignments will be decided by the coordinators, but it should not later than 28th February 2015.

Wishing you all the best,

Dr. Paramita Suklabaidya
Programme Coordinator, BA-IHA

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

Course Code: TS-1

Total Marks: 100

Assignment Code: TS-1/BA-IHA/2014-15

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. Define Tourism. Discuss the forms & types of tourism. **25**

OR

2. Discuss the purpose of tourism. **25**

PART-II

1. What is the objective behind studying the history of tourism? **15**

2. Write short notes on the following: **5X3=15**
(a) Silk Route
(b) Alternative Tourism
(c) Grand Tour

3. Discuss the Primary / Major constituents of tourism industry. **15**

4. What is the purpose of legislation covering the hospitality sector? **15**

5. Explain the various types of accommodation. **15**

6. Write a detailed note on Dilli Haat. **15**

7. Discuss the link-between seasonality and employment potential at a destination. **15**

8. Define infrastructure. Mention the relationship between infrastructure and tourism. **15**

**BEGE 103: COMMUNICATION SKILLS IN ENGLISH
ELECTIVE COURSE IN ENGLISH**

Course Code: BEGE - 103

Total Marks: 100

Assignment Code: BEGE - 103/BA-IHA/2014-15

Answer all questions below. Each question carries 20 marks.

1. What is emotional intelligence and what are soft skills? Illustrate your points with the help of examples.
2. What are bad news letters? Enumerate dos' and don'ts of some bad news letters.
3. Imagine that you work for a mobile phone company. Write a report on the use of SMS and e-mails for business purposes in the capital of your state.
4. Explain the concept of 'infotainment'. How is television a liberal educator?
5. What is corporate communication? Explain various types of corporate communication with the help of suitable examples.

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

Course Code: TS-3

Total Marks: 100

Assignment Code: TS-3/BA-IHA/2014-15

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. What do you understand by Information Management? Discuss the significance of Information Technology in the Tourism Industry. **25**

OR

2. What is the importance of Public Relation in Marketing? Also discuss the obstacles faced by PR in terms of tourism in India. **25**

PART - II

1. What do you understand by Organisation Structure? Discuss the classical approach to organizations. **15**
2. What do you understand by Sole Proprietorship? Discuss the advantages of Sole Proprietorship. **15**
3. Define the term Human Resource Management and discuss its valued importance for the tourism industry. **15**
4. What do you mean by Balance Sheet and identify its purposes. **15**
5. Write short notes in about 250 words each on the following **(3x 5 = 15)**
- a) Division of work & Departmentalisation
 - b) Span of control & Delegation of authority
 - c) Types of control
6. Discuss the characteristics of the hotel business. **15**
7. What is the importance of scheduling in airlines operation? List some important challenges before the airlines. **15**
8. How would you define a business traveller? What are the advantages of business travellers for destinations? **15**

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

Course Code: TS-7

Total Marks: 100

Assignment Code: TS-7/BA-IHA/2014-15

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. Elaborate the qualitative dimensions of Human Resource Planning. Discuss with examples the significance of Human resource planning in the Tourism sector. **25**

OR

2. What do you understand by Employee Motivation? What is the linkage between Employee Motivation, Job Enrichment and Productivity? **25**

PART - II

1. What is macro and micro forecasting? Discuss the techniques used in manpower forecasting. **15**
2. Explain the process and methods of Recruitment with relevant examples from tourism and hospitality industry. **15**
3. Describe the various disciplinary issues in an organisation. Also mention the possible actions to take care of them. **15**
4. Write short notes on any three: **3 x 5 = 15**
a) Job Description b) Task Analysis
c) Transfer Policy d) Selection Process
5. What is Performance Appraisal? What are the different methods of Performance Appraisal? **15**
6. What do you understand by Counseling? What is the need for Employee Counseling? **15**
7. Write a brief note on the position of women in the hospitality and tourism industry **15**
8. Write short notes on any three: **3 x 5 = 15**
a) Principles of Salary Administration
b) Methods of Training
c) Grievance Handling
d) Human Resource Audit

**BHY - 011: UNDERSTANDING TOURISTS: PROFILE AND MARKETS
(TUTOR MARKED ASSIGNMENT)**

Course Code: BHY 011

Total Marks: 100

Assignment Code: BHY - 011/BA-IHA/2014 - 15

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 do you understand by Market Segmentation? What is the relevance of Market Segmentation in Tourism Marketing? Substantiate your answer with suitable examples. **25**

OR

2. What is meant by Security Concerns? What are the types of security concerns in Tourism and what is the impact of the same on tourist flow? Substantiate your answer with suitable examples. **25**
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PART - II

1. Explain the term "Backpacker"? What is the significance of this group with respect to tourism in India? Explain with the help of suitable examples. **15**
2. Explain with the help of examples the importance of gender in tourism marketing. **15**
3. Explain the importance of forecasting in Tourism and Hospitality Industry. Also mention the commonly used methods of forecasting in this industry. **15**
4. Write short notes on: **5+5+5=15**
a) Profiling of the tourists of UK
b) Profiling of the SIT
c) Profiling of the Outbound Tourists
5. Discuss the role of Travel motivators and Tourist motivation. Explain with the help of examples. **15**
6. What do you understand by "Tourist Flow"? How does it affect global economy? **15**
7. What are the factors that influence the buying behaviour of tourists? **15**
8. Write short notes on the following **5+5+5=15**
(a) Barriers to Travel
(b) Cultural Shock
(c) Targeting in Tourism Marketing

ENROLMENT NO.:

NAME:.....

ADDRESS:

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DATE:

Course Title:

Assignment Code:

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

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