

TOURISM STUDIES

BTS

Third Year

**Assignments Booklet
(2022)**

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 2022 Session	Last Date for July 2022 Session
TS-3	April 15, 2022	October 15, 2022
TS-6	October 15, 2022	April 15, 2023
TS-7	October 15, 2022	April 15, 2023

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

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

**Programme: BTS
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-6: TOURISM MARKETING
(TUTOR MARKED ASSIGNMENT)**

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

**Programme: BTS
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

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

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

**Programme: BTS
Assignment Code: TS-7/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. Define Human Resource Planning? Explain the need of human resource planning in hospitality Industry. 20
2. Define Human Resource Information System? Highlight advantages of computer based human resource information system. 20
3. Define Job Evaluation? What are the basic assumptions in job evaluation? List the advantages of job evaluation. 20
4. Write short notes on the following in about 150 words each: (5x4)=20
 - e) Job Description
 - f) Need for Transfer Policy
 - g) Point Rating
 - h) Other Allowances
5. Write a detailed note on 'Position of Women in Tourism and Hospitality Sector'. 20
6. Define motivation? Explain Maslow's theory of hierarchy of human needs. 20
7. Draw the organization structure of Personnel office of an organization and describe the role of Personnel Manager in the organization. 20
8. Explain various methods of 'on-the-job training' and 'off-the-job training in detail. 20
9. Write a note on 'Selection Tests' and list the limitations of selection tests. 20
10. Write short notes on the following in about 150 words each: (5x4)=20
 - a) Disciplinary Issues
 - b) Voluntary Welfare Amenities
 - c) HRD for Service Sector
 - d) Dearness Allowance