

TOURISM STUDIES

DTS Assignments Booklet (2023)

**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. (Dr.) Paramita Suklabaidya
Programme Coordinator, DTS

ASSIGNMENT SUBMISSION SCHEDULE

For January Session

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

For July Session

Compulsory Course	Last Date	Optional Course	Last Date
TS-1	October 15, 2023	TS-4	April 15, 2024
TS-2	October 15, 2023	TS-5	April 15, 2024
TS-3	April 15, 2023	TS-6	April 15, 2024

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

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

**Programme: DTS
Assignment Code: TS-1/TMA/2023**

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 are the essential features of a tour? Why is a package tour a popular phenomenon? 20
2. Briefly explain the different forms of tourism. 20
3. Define the following:- (5X4=20)
 - a) Alternative Tourism
 - b) Sustainable Tourism
 - c) VFR
 - d) Business and Incentive Travel
4. Discuss the importance of the Silk Route & Grand Tour in the history of tourism. 20
5. Discuss the fundamental aims and objectives of UNWTO. 20
6. Define the following:- (5X4=20)
 - a) TAAI
 - b) FHRAI
 - c) IATO
 - d) PATA
7. How can seasonal festivals become outlets of handicrafts, handlooms as well as destination of attraction for the tourists? Explain with examples. 20
8. What are the different parameters to be considered by Tour Operators while working on a tour programme? Illustrate with the help of Examples. 20
9. What are the different types of Maps? What is the importance of **Salva Sutra and Arthashastra** in the history of map making in India? 20
10. What do you mean by product in Tourism? What are the five major characteristics of service product? 20

TS-2: TOURISM DEVELOPMENT: PRODUCTS, OPERATIONS AND CASE STUDIES
(TUTOR MARKED ASSIGNMENT)

Course Code: TS-2

Programme: DTS

Total Marks: 100

Assignment Code: TS-2/TMA/2023

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 is the significance and importance of profiling tourists? Substantiate your answer by giving suitable examples. 20
2. Describe the characteristics of a mountain guide. 20
3. “Dance and music in the key of entertainment in Tourism”. Comment. 20
4. Discuss the Do’s and Don’ts for a wild life tour. 20
5. Write short notes on: (10 x 2=20)
 - a) Pilgrimage Tourism
 - b) Beach Tourism
6. Describe the relevance of arts and crafts in tourism. 20
7. Write a note on the impact of public relations on tourism generating activities. 20
8. Describe Highway Services in tourism. Give suitable examples. 20
9. What is seasonality? What role does seasonality play in hill tourism? 20
10. Write short notes on: (10 x 2=20)
 - a) Theme Dinner
 - b) Sociology of Tourism

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

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

**Programme: DTS
Assignment Code: TS-3/TMA/2023**

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 Managerial roles, Tasks & responsibilities? 20
2. What are the different dimensions of organisational culture? Discuss the components of Organisational Structure. 20
3. How would you define Planning? What are the various steps involved in formulating a plan? Explain with an example. 20
4. Define the following:- (5X4=20)
 - (a) Feedback Control
 - (b) Importance of Effective Communication
 - (c) MOT
 - (d) Budgetary Control
5. What are group Norms and Values? How can a small group influence the behaviour of its members? 20
6. Discuss the importance of Human Resource Management & Human Resource Planning in Tourism. 20
7. What are the different types of Budget? What is the importance of Budgeting in the tourism Industry? 20
8. How do you perceive the role of technology in future tourism operations? What is the role of Artificial Intelligence in Tourism industry? 20
9. 'Formulation of a Project generally culminates in the preparation of a Project Report'. Elaborate. 20
10. What is the role of PR services in marketing a tourism product/destination? Discuss the Challenges for PR in Indian Tourism. 20

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

Course Code: TS-4

Programme: DTS

Total Marks: 100

Assignment Code: TS-4/TMA/2023

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 is “Archaeological Site”? Discuss the importance of archaeological sites in tourism 20
2. How tourism and culture is interlinked? Substantiate your answer by giving suitable examples. 20
3. What is mean by “World Heritage Sites”? Describe features of 5 world heritage sites. 20
4. Elaborate the process of “World Heritage Site declaration”. 20
5. Discuss the growth and development of music during early years of 20th century. 20
6. What is the role of cinema in tourism marketing? Give suitable examples. 20
7. Write short notes on: (10 x 2=20)
 - a) Unity in Diversity
 - b) Syneretic Tradition
8. Describe various ways in which museum articles are acquired. 20
9. Describe some of the main forms of Indian Costumes. Give Examples. 20
10. Write short notes on: (10 x 2=20)
 - a) Conservation of Heritage
 - b) Modern paintings

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

Course Code: TS-5

Programme: DTS

Total Marks: 100

Assignment Code: TS-5/TMA/2023

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 Abiotic Environment? List and explain each abiotic factor. 20
2. Explain “Flow of Energy” in the ecosystem and highlight the implications of energy transfer through trophic level. 20
3. Discuss the cause and impact of pollution on our environment. Substantiate your answer with suitable examples. 20
4. What do you understand by Adventure sports? Discuss the impact of adventure sports on environment and the initiatives to minimize the adverse effects. 20
5. Differentiate between the following: 4 X 5=20
 - i) Slow Changes and fast Changes
 - ii) Freshwater Biome and Marine Biome
 - iii) Commensalism and Parasitism
 - iv) Tropical Deciduous Forests and Tropical Rain Forests
 - v) The Trans – Himalayas and The Himalayas Zone
6. Discuss the various environmental issues to be considered while developing coastal areas for tourism purposes. 20
7. What do you understand by the term ‘Biotic Community’? Explain the interactions among the members of a biotic community with the help of examples. 20
8. Define Responsible Tourism. Explain the role of government, industry and local community in Responsible Tourism development. 20
9. Discuss direct and indirect economic benefits of tourism with the help of suitable examples. 20
10. Write short notes on *any two* of the following: 2X10=20
 - i) Biomes
 - ii) Resource Partitioning
 - iii) Importance of Biodiversity for Tourism

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

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

**Programme: DTS
Assignment Code: TS-6/TMA/2023**

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. Explain, citing relevant examples, why marketing of tourism is a complex process. 20
2. What is meant by market segmentation? Discuss variables used for tourism market segmentation. 20
3. Define competitive analysis and competitive strategies. Why are they necessary in tourism marketing? Give suitable example. 20
4. Mention the purposes for which familiarization tours are conducted. Who all would you invite for the tour and which type of destination will be visited? 20
5. Define Product Mix, Product line and Product item. What factors should be considered while designing a tourism product? 20
6. What is meant by sustainable tourism? How does socially responsible marketing contribute to the sustainable development of a destination? 20
7. Discuss the role and importance of National Tourist Organisation in the marketing of tourism destination. 20
8. Write a detailed note on the 5th P in tourism marketing. Support your answer with suitable example. 20
9. Describe the various levels of the distribution channels for tourism products and services. Also explain the factors which influence the selection of distribution channels. 20
10. Write short notes on the following in about 150 words. (4x5=20)
 - a) Purpose of market research
 - b) AIDA Formula
 - c) Brochures as Promotional tool
 - d) NGO's role in creating tourism awareness