

# **TOURISM STUDIES**

## **DTS Assignments Booklet (2024)**

**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

<b>Compulsory Course</b>	<b>Last Date</b>	<b>Optional Course</b>	<b>Last Date</b>
TS-1	April 15, 2024	TS-4	October 15, 2024
TS-2	April 15, 2024	TS-5	October 15, 2024
TS-3	October 15, 2024	TS-6	October 15, 2024

### For July Session

<b>Compulsory Course</b>	<b>Last Date</b>	<b>Optional Course</b>	<b>Last Date</b>
TS-1	October 15, 2024	TS-4	April 15, 2025
TS-2	October 15, 2024	TS-5	April 15, 2025
TS-3	April 15, 2024	TS-6	April 15, 2025

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

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

**Programme: DTS  
Assignment Code: TS-1/TMA/2024**

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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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1. Define Tourism. Explain the different forms and types of tourism. 20
2. What are the various types of Accommodation? Is the paying guest accommodation beneficial for the tourism industry? 20
3. Why there is need for Tourism Policy & Planning in India. 20
4. What are the factors that are identified as obstacles to the development of modern tourism? 20
5. Write short notes on any two of the following: - 2X10=20
  - a) Purpose of Tourism
  - b) Role of Seasonality in Tourism
  - c) Impact of Tourism on Environment
6. Explain how museums can be a tourist attraction. Support your answer with suitable examples. 20
7. What are the duties of a Tourist Guide? What are the skills required to be a good tour guide? 20
8. Write short notes on any two of the following: 2X10=20
  - a) Silk Route
  - b) Grand Tour
  - c) Carrying Capacity
  - d) Alternative Tourism
9. Explain the role of History in Tourism. Substantiate your answer with the help of suitable examples. 20
10. What do you understand by Statistics? Discuss the relevance of statistics for planning in tourism. 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/2024**

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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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1. Describe various factors that are analyzed to study demographic profile and their importance in tourism planning. 20
2. Write some common problems a tour operator might face while conducting a city tour? 20
3. “Participatory tourism activity can enhance the satisfaction level of tourist”. Discuss the statement and give suitable examples. 20
4. Discuss the importance of adventure and sports for attracting tourists. 20
5. Discuss the relationship between wild life and tourism. Elaborate upon do’s and don’ts while visiting a sanctuary. 20
6. Write short notes on
  - i) Ethnic Tourism
  - ii) Importance of fair and festivals in tourism.
7. How the promotional activities are organized in tourism industry? Explain with examples. 20
8. Write an essay on PATA and the Travel Mart. 20
9. What do you understand by Highway Services in tourism? Give suitable examples. 20
10. Write short notes on: 2X10=20
  - i) Heritage Hotels
  - ii) Pilgrimage Tourism

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

**Course Code: TS-3**

**Programme: DTS**

**Total Marks: 100**

**Assignment Code: TS-3/TMA/2024**

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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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1. Why should a tourism organization adopt a policy of Public Relations? Explain with the help of examples. 20
2. What aspects should be considered by a supplier while planning a convention? 20
3. Explain the factors which are important for effective function of a group? 20
4. Write short notes on the following: - 2X10=20
  - (a) Delegation of Authority
  - (b) Management Information System
5. Distinguish between the following: - 2X10=20
  - (a) Fixed Assets and Current Assets
  - (b) Ordinary Shares and Preference Shares
6. Write a detailed note on the role of Information Technology in tourism. 20
7. Write short notes on the following: - 2X10=20
  - (a) Marketing Mix
  - (b) Marketing Research
8. Discuss the advantages and disadvantages of a partnership business. 20
9. Discuss some important challenges faced by Airlines Management in the current economic scenario, quoting suitable examples from the Airlines Industry. 20
10. Food Service Industry is one of the largest industries in the world. What are the special features of food services in India? Illustrate with examples. 20

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

**Course Code: TS-4  
Total Marks: 100**

**Programme: DTS  
Assignment Code: TS-4/ TMA/ 2024**

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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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1. What is the contribution of society in the formation of civilization? Explain with examples. 20
2. What do you understand by conservation of culture? How can cultural heritage be used to develop tourism? 20
3. Write an essay on “Impacts of tourism on local culture”. 20
4. Critically examine the tradition of theatres in India. 20
5. Discuss the role of music and cinema in tourism. Give suitable examples. 20
6. Write short notes on: 2X10=20
  - i) Features of Mughal Architecture
  - ii) Importance of sculptural Architecture.
7. How can various archaeological sites be made attractive for tourist traffic? 20
8. Discuss the contribution of metal crafts in tourism industry. 20
9. Write short notes on : 2X10=20
  - i) Tribal Identity
  - ii) Indian costumes.
10. Discuss the typology of Media. How they promote travel and tourism. Give suitable examples. 20

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

**Course Code: TS-5  
Total Marks: 100**

**Programme: DTS  
Assignment Code: TS-5/ TMA/ 2024**

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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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1. Define Biodiversity. Discuss the importance of Biodiversity with examples. 20
2. What is Resource Partitioning? Explain the process of Resource Partitioning in a community with suitable examples. 20
3. Define Ecosystem. Describe the components of Ecosystem. 20
4. What are the basic characteristics of a community? How does species interact within communities? 20
5. Differentiate between the following: 5 X 4=20
  - i) Slow Changes and fast Changes
  - ii) Food Chain and Food Web
  - iii) Abiotic and Biotic Components
  - iv) Responsible Tourism and Eco - Tourism
6. Discuss the various environmental issues to be considered while developing hills and mountains for tourism purposes. 20
7. What are the impacts of tourism related activities on the wildlife and vegetation? What remedial measures that can be adopted to reduce the negative impacts? 20
8. "Tourist behavior can play a crucial role in the preservation or destruction of the environment". Discuss with the help of suitable examples. 20
9. Critically examine the Politics of Environment. Support your answer with suitable examples. 20
10. Write short notes on *any two* of the following: 2X10 = 20
  - i) Biomes
  - ii) Multiplier Effect
  - iii) Wetlands



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

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

**Programme: DTS  
Assignment Code: TS-6/ TMA/ 2024**

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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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1. Describe the concept of Tourism Marketing along with its features. 20
2. Explain market segmentation concept and its application in tourism with suitable examples. 20
3. What is Marketing Research? Discuss the steps of conducting a market research. 20
4. Explain the concept of Forecasting along with its methods and applications in Tourism industry. 20
5. Write a detailed note on the role of NGOs in tourism development. 20
6. Discuss how local cuisines can be marketed as a tourism product. 20
7. Discuss the major elements of Promotion Mix. Which one, according to you, is the most effective one for promoting tourism products and why? 20
8. With the help of an example, describe how a tourism product can be developed. Also discuss possible pricing strategies for the same. 20
9. Describe brochures and their role in Tour Operators Marketing. 20
10. Write short notes on the following in about 150 words. (4x5=20)
  - a) Importance of Familiarization tours in tourism promotion
  - b) Role of technology in Tourism Marketing
  - c) Target markets of Tourist Transporter
  - d) Seasonality in Tourism