

# **TOURISM STUDIES**

**BTS**

**Third Year**

**Assignments Booklet  
(2015)**

**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 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, BTS**

**ASSIGNMENT SUBMISSION SCHEDULE**

<b>Compulsory Course</b>	<b>Last Date for January Session</b>	<b>Last Date for July Session</b>
<b>TS-3</b>	<b>April 15, 2015</b>	<b>October 15, 2015</b>
<b>TS-6</b>	<b>October 15, 2015</b>	<b>April 15, 2016</b>
<b>TS-7</b>	<b>October 15, 2015</b>	<b>April 15, 2016</b>

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

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

**Programme: BTS**  
**Assignment Code: TS-3/TMA/2015**

**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.

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**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
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**PART-II**

1. What do you understand by Organization 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 on the followings (3x 5 = 15)
- a) Division of work & Departmentalization
  - 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-6: TOURISM MARKETING  
(TUTOR MARKED ASSIGNMENT)**

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

**Programme: BTS  
Assignment Code: TS-6/TMA/2015**

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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.

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**PART-I**

1. Explain the concept and need of market segmentation in tourism marketing? Discuss how tourism markets are segmented. 25

**OR**

2. Discuss the role played by NGO's at various tourist destinations. 25
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**PART-II**

1. Differentiate between Monopolistic and Oligopolistic Competition with suitable examples. 15
2. Discuss the importance of technology in tourism trade. 15
3. "Cuisine has a prominent role in tourism promotion". Justify the statement. 15
4. Discuss the fundamental elements of tourism marketing mix. 15
5. What is FAM Tours? Discuss the importance of FAM tours in tourism industry. 15
6. Describe the role of 'Commissions' in tourism marketing. 15
7. Enumerate the impact of "Costs" and "Demand" while developing pricing strategies for a tourism product. 15
8. Discuss the various features of Airlines Marketing. Outline benefits of having an appropriate Marketing Plan for Airlines Business? 15

**TS-07: HUMAN RESOURCES DEVELOPMENT  
(TUTOR MARKED ASSIGNMENT)**

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

**Programme: BTS**  
**Assignment Code: TS-7/TMA/2015**

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**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.

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**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
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**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 organization. Also mention the possible actions to take care of them. 15
4. Write short notes on any three: (3 x 5 = 15)
- i) Job Description
  - ii) Task Analysis
  - iii) Transfer Policy
  - iv) 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)
- i) Principles of Salary Administration
  - ii) Methods of Training
  - iii) Grievance Handling
  - iv) Human Resource Audit