

TOURISM STUDIES

**BTS
First Year**

**Assignments Booklet
(2016)**

TS-1 and TS-2



**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-1 and TS-2.

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 2016 Session	Last Date for July 2016 Session
TS-1	April 15, 2016	October 15, 2016
TS-2	October 15, 2016	April 15, 2017

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

Course Code: TS-1

Programme: BTS

Total Marks: 100

Assignment Code: TS-1/TMA/2016

Note: Answer any five questions in about 600 words each. All questions carry equal marks. Send your TMA to the Coordinator of your Study Centre.

1. Define tourism. Discuss the various types of tourism. 20
2. What is the importance of statistical records in tourism? Discuss the objective behind studying the history of tourism. 20
3. Discuss the aims of WTO. 20
4. Discuss the role of transport in tourism. 20
5. How do you prepare for a tour as an escort? What important things you take note of, as an escort while planning a tour? 20
6. Differentiate between goods and service products. Write a detailed note on the characteristics of service products with examples. 20
7. Define a travel agency. Discuss in brief operations of travel agency. 20
8. Discuss various economic, social and environmental impacts of tourism. 20
9. Discuss the various kinds of media. Explain the importance of print media. 20
10. What do you understand by tourism marketing? Elaborate on the 4 Ps of marketing. 20

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

Course Code: TS-2

Programme: BTS

Total Marks: 100

Assignment Code: TS-2/TMA/2016

Note: Answer any five questions in about 600 words each. All questions carry equal marks. Send your TMA to the Coordinator of your Study Centre.

1. How different types of tourism give rise to different types of guest-host interactions? 20
2. Discuss the role of guides in tourism. What are the basic skills required? 20
3. What is the relevance of entertainment in tourism? Mention the importance of theme dinner in tourism. 20
4. Elucidate upon the major non Himalayan Hill Resorts that are popular in India. 20
5. Examine the nature and relevance of seasonal festivals for promoting tourism in India. 20
6. Write detailed note on Kalinga- Bali Yatra . 20
7. Write short notes on the followings : 10x2=20
 - (a) Dances of India
 - (b) Natural tourist attractions of Maharashtra.
8. What do you understand by “Highway Services” in tourism? Substantiate your answer with suitable examples. 20
9. Describe the basic concept of beach and island tourism with examples from Kovalam and Lakshadweep. 20
10. Write short notes on 10x2=20
 - (a) Concept of Heritage Hotels
 - (b) Sociology and Tourism.