

TOURISM STUDIES

BTS

Third Year

**Assignments Booklet
(2016)**

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 2016 Session	Last Date for July 2016 Session
TS-3	April 15, 2016	October 15, 2016
TS-6	October 15, 2016	April 15, 2017
TS-7	October 15, 2016	April 15, 2017

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

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

**Programme: BTS
Assignment Code: TS-3/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 management. Write a detailed note on management levels. 20

2. What do you understand by SWOT? Why should you do SWOT Analysis? Explain. 20

3. Discuss the role of information technology in management. 20

4. What do you understand by organisation structure? Discuss the components of organisation structure. 20

5. What do you understand by marketing management? What are the different bases for market segmentation? 20

6. What is the difference between balance sheet and financial statement? Identify various purposes of balance sheet and financial statements. 20

7. Distinguish between: 5x4=20
 - a) Fixed assets and current assets.
 - b) Ordinary shares and preference shares
 - c) Current ratio and liquid ratio
 - d) Small group behavior and Interpersonal behavior

8. What is an invoice form? Mention the important accounting practices in a travel agency. 20

9. How would you define a business traveler? Write a detailed note on the various needs of a business traveler. 20

10. Discuss the importance of planning in hotel management. How would you decide the departments and job specifications for a 25 room hotel? Explain. 20

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

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

**Programme: BTS
Assignment Code: TS-6/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. Discuss the various facets of Market Analysis taking into account the importance of Marketing Research, Competitive Analysis, Forecasting and Role of Technology. 20
2. Explain the various Pricing Objectives and Pricing Practices followed by tourism organization. 20
3. What do you understand by 'Tourism Product'? Explain the different stages in a product life-cycle. 20
4. What role do Local Bodies play in tourism marketing? Identify services which they should provide for strengthening the tourism product. 20
5. Define 'Product Mix'. Explain the product mix of a package tour. 20
6. Discuss the various aspects that should be considered while deciding promotional strategies for tourism products. 20
7. Differentiate characteristics between Goods and Services distribution. Explain the different types of distribution channels. 20
8. 'Seasonality in Tourism is a problem as well as a boon'. Explain the statement giving relevant examples. 20
9. Evaluate the significance of the 5th P of Marketing Mix in the context of Tourism Industry. 20
10. Discuss the different types of Alternative and Supplementary Accommodations and their importance in the Tourism Industry. 20

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

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

**Programme: BTS
Assignment Code: TS-7/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. Discuss the role and importance of Human Resource Development in Tourism Industry. 20
2. Discuss the need and importance of Staff training in the Service Industry. Also mention the various methods of training usually followed. 20
3. Define Task Analysis. Does Task Analysis help in improving the performance of individual employees and firms? Give Examples from Tourism and Hospitality Industry. 20
4. What do you mean by Motivation? Discuss any two theories of Motivation. 20
5. Write short notes on the following: 4 X 5 = 20
 - i. Employee Induction Process
 - ii. Employee Counseling
 - iii. Employee Transfer Policy
 - iv. Employee Induction Process in a Star Category Hotel
6. What do you understand by the terms 'Discipline' and 'Grievance'? What role do both play in the betterment of an organisation? 20
7. Write a detailed note on the Principles of Salary Administration. 20
8. Explain the steps involved in the process of task analysis. 20
9. Discuss the linkage between Job enrichment, Job specification, and Job evaluation with examples. 20
10. Write short notes on any two: 2 x 10 = 20
 - a) Recruitment & Selection
 - b) Performance Appraisal
 - c) Sexual Harassment at work place