

TOURISM STUDIES

BTS

Third Year

**Assignments Booklet
(2017)**

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 2017 Session	Last Date for July 2017 Session
TS-3	April 15, 2017	October 15, 2017
TS-6	October 15, 2017	April 15, 2018
TS-7	October 15, 2017	April 15, 2018

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

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

**Programme: BTS
Assignment Code: TS-3/TMA/2017**

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. What do you understand by management? What are the various issues which a manager needs to deal with while performing the managerial tasks? 20
2. Define organizational structure. Discuss the components of organizational structure. 20
3. Define the term 'Group'. Explain the various factors affecting inter-group relations and suggest the ways to manage the inter- group relations. 20
4. What do you understand by Human Resource Management? Explain with the help of suitable examples the significance of human resource management in tourism. 20
5. Explain how tourism product is different from other products? Discuss its characteristics. 20
6. What do you understand by planning? Discuss the steps involved in planning. 20
7. Differentiate between : 5X4 =20
 - a) Travel Agent and Tour Operator
 - b) Fixed assets and Current assets
 - c) Ordinary shares and Preference shares
 - d) Current ratio and Liquid ratio
8. What do understand by management of tourist transport? Discuss the various issues related to transport management. 20
9. What is Airline Management? Discuss the importance of planning and organisation in Airline Management. 20
10. What do you understand by a Public Limited Company? What are its disadvantages? 20

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

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

**Programme: BTS
Assignment Code: TS-6/TMA/2017**

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. Write a note on marketing organizations and the generic job positions in the marketing department. 20

2. Define market segmentation and describe the determinants of tourism market segmentation on the basis of tourist travel habits. 20

3. Explain the importance of pricing in marketing and describe the cost structure of airlines. 20

4. Write a note on alternative and supplementary accommodation. 20

5. Explain the constituents of the tourism industry and elaborate the need of joint promotion. 20

6. What is the purpose of conducting marketing research? Describe the sampling methods involved in collection. 20

7. Explain the role of Department of tourism, Government of India, in developing & marketing tourism destination. 20

8. Explain the various market structures & their features. 20

9. Illustrate and explain the 7e's of services marketing. 20

10. Describe the concepts related to socially responsible marketing. 20

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

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

**Programme: BTS
Assignment Code: TS-7/TMA/2017**

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 need of Human Resource Planning in Tourism and Hospitality Industry. 20
2. “Understanding the significance of Task Analysis can be used as Potential HRD tool”. Explain the statement and concept in relation to Tourism Industry. 20
3. What do you understand by Human Resource Audit (HRA)? Explain the steps in the HRA process. 20
4. Write a detailed note on Manpower Demand Forecasting techniques at both micro and macro level. 20
5. Write short notes on the following: 4 X 5 = 20
 - i. Job Enrichment
 - ii. Task Analysis
 - iii. Job Evaluation
 - iv. Performance Appraisal
6. What is the need of Employee Counseling in Hospitality Industry? Discuss the types of counseling available. 20
7. What is the need and importance of Staff training in the Hospitality Industry? What are the popular methods of training usually followed? 20
8. Define Induction. Discuss the need and importance of Induction Process with help of suitable examples from Tourism and Hospitality industry. 20
9. Write a detailed note on the position of women in Tourism and hospitality industry highlighting the gender issues in the industry. 20
10. Write short notes on any two: 2 x 10 = 20
 - i. Human Resource Accounting
 - ii. Employee Motivation
 - iii. Principles of Salary Administration