

# **TOURISM STUDIES**

**BTS  
First Year**

**Assignments Booklet  
(2018)**

**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**

<b>Compulsory Course</b>	<b>Last Date for January 2018 Session</b>	<b>Last Date for July 2018 Session</b>
<b>TS-1</b>	<b>April 15, 2018</b>	<b>October 15, 2018</b>
<b>TS-2</b>	<b>October 15, 2018</b>	<b>April 15, 2019</b>

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

**Course Code: TS-1**

**Programme: BTS**

**Total Marks: 100**

**Assignment Code: TS-1/TMA/2018**

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**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.**

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1. Discuss the various types of tourist accommodations. Elaborate supplementary accommodations in India with suitable examples. 20
  
2. What are the various modes of tourism promotion? Discuss role of social media in tourism promotion. 20
  
3. What are different forms of tourism? Discuss the impact of tourism on culture and environment of a destination. 20
  
4. How does a tour operator package a tour? Prepare a 03D/02N itinerary of a packaged tour of your choice. 20
  
5. What do you understand by travel writing? Discuss the skills needed for writing in tourism. 20
  
6. What do you understand by rural tourism? Elaborate the socio-economic impact of tourism. 20
  
7. Write short notes on any two of the following: 10X2 =20
  - a) WTO
  - b) Multiplier Effect in Tourism
  - c) Role of Intangible Heritage in Tourism
  - d) Travel Motivators
  
8. What is the importance of tourism statistics. Explain the various statistical means used for assessing and comparing the data in tourism sector. 20
  
9. Write a detailed note on seasonality in tourism. 20
  
10. Define marketing. Discuss 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/2018**

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**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.**

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1. What is the importance of profiling tourist? How does it help in promoting a destination? 20
2. Write some common problems a tour operator might face while conducting a city tour. 20
3. How should dance and music be effectively marketed as a tourism product? Explain with the help of appropriate examples. 20
4. “Adventure and Sports tourism are up-coming in India.” Comment. 20
5. Discuss the relevance of arts and crafts in tourism. 20
6. What do you mean by the term “Itinerary”? Discuss any itinerary offered by Indian Railway as a package tour. 20
7. Discuss the characteristics of the European tourist market. 20
8. Scheduling of flights and managing operations is the most vital factor for the success of any Airline.” Analyze the statement. 20
9. Critically examine the “Heritage Hotel Scheme” developed by the Rajasthan Government. 20
10. Write short notes on the followings: 10 x 2=20
  - a) Guest –Host Relationship
  - b) Cuisine and theme dinners