

TOURISM STUDIES

BTS

Third Year

**Assignments Booklet
(2018)**

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 2018 Session	Last Date for July 2018 Session
TS-3	April 15, 2018	October 15, 2018
TS-6	October 15, 2018	April 15, 2019
TS-7	October 15, 2018	April 15, 2019

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

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

**Programme: BTS
Assignment Code: TS-3/TMA/2018**

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 management. What are the various issues which a manager needs to deal with while performing the managerial tasks? 20
2. Describe organizing. Elucidate departmentalization and span of control in context of organizing. 20
3. What do you understand by entrepreneurship? Discuss the entrepreneurial process in detail. 20
4. Define conflict. Discuss the ways to deal with conflict within an organization. 20
5. What do you understand by decision making? Discuss the steps involved in decision making. 20
6. What is a Balance Sheet? How is a Balance Sheet prepared and analysed? 20
7. Write short note on any four of the followings: 5X4 =20
 - a) Sole Proprietorship
 - b) Control Techniques
 - c) Public Relations in Tourism
 - d) Break Even Point
 - e) Profitability Analysis
 - f) Food Service Marketing
8. Discuss various issues related to tourist transport management. Give suitable examples. 20
9. What do you understand by “Ego States”? Explain the role of interpersonal behavior in an organization. 20
10. What do you understand by financial management? Write a detailed note on financial sources. 20

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

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

**Programme: BTS
Assignment Code: TS-6/TMA/2018**

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 marketing. How did it evolve as a concept? Discuss some of its salient features. 20

2. Discuss the marketing linkages between the various components of the tourism industry. 20

3. Define Tourism Product. Outline the steps in designing and developing a tourism product of your choice. 20

4. Discuss the importance of market research in tourism. Discuss its various steps. 20

5. To what extent can technology be used in tourism marketing? Elaborate citing appropriate examples. 20

6. What do you understand by competitive analysis? Explain the strategic options. 20

7. How would you market local foods? What role food festivals play in it? 20

8. What is the relevance of brochure? What points would you consider while designing an effective marketing brochure? 20

9. What role can NGOs play in tourism marketing? 20

10. Write notes on the following in about 250 words each: (10x2=20)
 - a) Emerging trends in tourist market in India
 - b) Destination planning

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

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

**Programme: BTS
Assignment Code: TS-7/TMA/2018**

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 Employee Motivation? Explain the linkage between Employee Motivation, Job enrichment and Productivity. 20

2. Discuss the significance of Human Resource Information Systems in relation to Tourism and Hospitality industry. 20

3. What do you understand by Personnel Management? Discuss the functions and operations of Personnel Management. 20

4. “The HRD priorities of a large organisation are different from that of a smaller organisation”. Explain the statement in relation to Tourism and Hospitality Industry. 20

5. Write short notes on the following: 4 X 5 = 20
 - i. Discipline Procedure
 - ii. Grievance Handling
 - iii. Task Analysis
 - iv. Staff Training Methods

6. What are the components of Salary Administration? Discuss the process of evolving Salary Structure in a star category hotel. 20

7. What is the significance of Career Planning in an organisation? Explain the process of career planning with suitable examples. 20

8. Elaborate the qualitative dimensions of HR Planning. Also discuss the Micro and Macro level scenario of HR Planning in Hospitality. 20

9. What do you mean by Recruitment Process? What are the methods of recruitment available to recruiters in a Service Organisation? 20

10. Write short notes on any two: 2 x 10 = 20
 - i. Need for Employee Counselling
 - ii. Induction Process in Hospitality Industry
 - iii. Sexual Harassment at work place