

TOURISM STUDIES

BTS

Third Year

**Assignments Booklet
(2019)**

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 2019 Session	Last Date for July 2019 Session
TS-3	April 15, 2019	October 15, 2019
TS-6	October 15, 2019	April 15, 2020
TS-7	October 15, 2019	April 15, 2020

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

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

**Programme: BTS
Assignment Code: TS-3/TMA/2019**

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **600 words each**. Send your TMA to the Coordinator of your Study Centre.

1. Who is Entrepreneur? Elaborate the qualities of an Entrepreneur. 20
2. Why is planning important for any tourism organization? Enumerate the steps in the planning process. 20
3. Write short notes on the following: 10+10= 20
 - a). Influencing factors for organizational culture
 - b). Organizational Structure
4. Identify characteristic features of services. Discuss the various issues to be considered while managing tourism services. 20
5. Elaborate the importance of Human Resource Management in travel and tourism industry. Sustain your answer with suitable examples. 20
6. What are the different types of Costs? How costing is worked out for a Tour package? 20
7. "The need for Public Relations (RR) in a service- based industry like tourism is greater". Justify the statement giving appropriate examples. 20
8. List the major functions of an Airport. Highlight general issues and also problematic areas in Airport Management. 20
9. What is a Balance Sheet? Discuss the main items listed on a balance sheet. 20
10. Write short notes on the following: 10+10=20
 - a). Business travellers and their needs
 - b). Convention Marketing

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

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

**Programme: BTS
Assignment Code: TS-6/TMA/2019**

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **600 words each**. Send your TMA to the Coordinator of your Study Centre.

1. How is Marketing different from Selling? Discuss the characteristics features of tourism marketing. 20
2. What purposes does a Marketing Plan serve? Explain with examples the issues to be addressed while devising a Marketing Plan for a tourism destination. 20
3. What do you understand by Market segmentation? How will you segment the inbound tourist market of India? 20
4. Outline 10 possible purposes/scenarios for which market research in tourism are/can be conducted. Explain aspects to be taken care of while preparing a questionnaire. 20
5. Elaborate various ways tourism enterprises can analyze their competitors. 20
6. Why is forecasting for tourism important? Discuss different methods of forecasting. 20
7. Explain in detail the concept of socially responsible marketing and its relevance in tourism sector. Cite appropriate examples to substantiate your answer. 20
8. What do you understand by Tourism Marketing Mix? Which do you think is the most important Marketing mix element and why? 20
9. Explain with suitable examples how Tour Operation businesses market their products and services? 20
10. Write notes on the following on about 300 words each 10X2 = 20
 - a) Familiarization tours
 - b) Characteristics of Airlines marketing

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

Course Code: TS-7
Total Marks: 100

Programme: BTS
Assignment Code: TS-7/BTS/2019

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **600 words each**. Send your TMA to the Coordinator of your Study Centre.

1. What do you understand by the term Human Resource Planning? Explain the need for human resource planning in the service industry with the help of relevant examples. 20
2. What is the difference between man power demand and supply forecasting? Discuss the methods of manpower supply forecasting. 20
3. What is the linkage between the Job Evaluation, Job Analysis, and Job Description? What are the methods of job evaluations? Explain any one in detail. 20
4. Define Task Analysis. Discuss the steps involved in Task Analysis. 20
5. Write short notes on the following: 4 X 5 = 20
 - i. Methods of Recruitment
 - ii. Personnel Manager's Role
 - iii. Career Planning
 - iv. Salary Administration
6. What do you understand by Motivation? What are the types of motivation? How can a manager create a motivational climate in the organization? 20
7. Define counseling. Discuss the need and functions of Employee Counseling. 20
8. What is meant by Grievance? How are Grievances processed and handled? 20
9. Explain the need of transfer, promotion and reward policy? Substantiate your answer with suitable examples 20
10. Write short notes on any two: 2 x 10 = 20
 - i. Human Resource Accounting
 - ii. Significance of Career Planning
 - iii. Methods of Performance Appraisal