

# **TOURISM STUDIES**

**BTS**

**Third Year**

**Assignments Booklet  
(2021)**

**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 2021 Session	Last Date for July 2021 Session
TS-3	April 15, 2021	October 15, 2021
TS-6	October 15, 2021	April 15, 2022
TS-7	October 15, 2021	April 15, 2022

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

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

**Programme: BTS  
Assignment Code: TS-3/ TMA/ 2021**

---

**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.**

---

- Q1. What do you understand by Management Levels? Discuss the functions of management. 20
- Q2. Explain the skills and qualities required in an entrepreneur. Also discuss the process of establishing an enterprise. 20
- Q3. What is partnership? Differentiate between Partnership and Joint Stock Company. 20
- Q4. What do you understand by planning? Discuss the steps in planning. 20
- Q5. What do you understand by Interpersonal Behaviour? Discuss in detail the model of Johari Window. 20
- Q6. Explain in detail the role of Human Resource Management in Tourism. 20
- Q7. What is a budget? Discuss in detail the types of budgets. 20
- Q8. Write short notes on the followings: (5x4=20)
- a) Management Information System
  - b) Setting up a Travel Agency
  - c) PR in Tourism Marketing
  - d) Food Service Hygiene
- Q9. Discuss in detail the importance of product knowledge in packaging tours. 20
- Q10. Write a detailed note on Planning Conventions.

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

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

**Programme: BTS  
Assignment Code: TS-6/TMA/2021**

---

**Note: This TMA consists of ten questions, out of which you have to answer any five. The questions carry 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 'marketing'? Explain why marketing of tourism products is different from marketing of products of other industries. 20
2. What do you understand by Competitive analysis? Explain various strategic options of analyzing competition in the travel trade 20
3. Elaborate the role of public and private sectors in the development of tourism. 20
4. Write short notes on the following in about 150 words each: (5x4=20)
  - a) Geographical segmentation
  - b) International Tourism
  - c) Purpose of marketing Research
  - d) Responsible Tourism
5. Discuss the relevance of People, Process and Physical Evidence as the 5<sup>th</sup> P of Marketing Mix in tourism. 20
6. Explain the various types of Distribution channels. What are the important factors to be considered while selecting a distribution channel? 20
7. Identify and explain the various factors which contribute towards seasonality in tourism. Suggest measures to combat the seasonality issues in tourism. 20
8. As the Marketing Manager of a newly established mid-size hotel in a metropolitan city, how would you market the hotel? 20
9. Differentiate between Supplementary and Alternative types of accommodation. Explain various considerations that should be kept in mind while establishing and marketing alternative accommodations. 20
10. Explain the various features of airlines marketing. What are the benefits of having an appropriate Marketing plan for airlines business? 20

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

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

**Programme: BTS  
Assignment Code: TS-7/TMA/2021**

---

**Note: This TMA consists of ten questions, out of which you have to answer any five. The questions carry 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. Write a detailed note on Manpower Demand Forecasting techniques at both micro and macro level. **20**
  
3. Define counseling. Discuss the need and functions of Employee Counselling with examples. **20**
  
4. What do you understand by Task Analysis? How does Task Analysis help in improving the performance of individual employees and firms? **20**
  
5. Write short notes on the following: **4 X 5 = 20**
  - i. Job Evaluation
  - ii. Personnel Management
  - iii. Induction Process
  - iv. Human Resource Information Systems (HRIS)
  
6. What is Performance Appraisal? What are the different methods of Performance Appraisal? **20**
  
7. Elaborate the qualitative dimensions of HR Planning. Also discuss the Micro and Macro level scenario of HR Planning in Hospitality. **20**
  
8. What is meant by Grievance? How are Grievances processed and handled? **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 of the following: **2 x 10 = 20**
  - i. Components of Salary Administration
  - ii. Methods of Employee Selection
  - iii. Methods of Employee Training