

TOURISM STUDIES

**BTS
First Year**

**Assignments Booklet
(2013-14)**

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 700/500 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 Session	Last Date for July Session
TS-1	April 15, 2013	October 15, 2013
TS-2	October 15, 2013	April 15, 2014

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

Course Code: TS-1
Total Mark: 100

Programme: BTS
Assignment Code: TS-1/TMA/2013-14

Note: This TMA consists of two parts.

Part I consists of **two questions** out of which you have to **attempt any one**. The question carries **25 marks** and should be answered in about **700 words**.

Part II consists of **8 questions**. **Attempt any five** in about **500 words** each. Each question carries **15 marks**.

Send your TMAs to the Coordinator of your Study Centre.

PART – I

1. Describe the various forms of Tourism with examples. 25

OR

2. What role do the Governmental organizations play in tourism development in India? 25
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PART – II

1. Describe in detail the inbound-outbound travel regulations and its impact on tourism. 15
2. Write short notes on the following. 5x3=15
- a. Operations of a Travel Agency
 - b. Tour Operators and its kinds
 - c. Manila Declaration
3. Discuss the definition and uses of Statistics and its importance in tourism industry. 15
4. Discuss the role of Road and Rail Transport in the promotion of domestic tourism in India. 15
5. Describe the various types of accommodations and the principal factors to be kept into consideration while marketing the same. 15
6. What is Product Design and why is Positioning an important factor? 15
7. Discuss some aspects that you will cover in developing communication skills related to PR. 15
8. Explain how Advertising and Marketing gives a boon to travel and tourism industry. 15

**TS-2: TOURISM DEVELOPMENT:
PRODUCTS, OPERATIONS AND CASE STUDIES
(TUTOR MARKED ASSIGNMENT)**

Course Code: TS-2
Total Marks: 100

Programme: BTS
Assignment Code: TS-2/TMA/2013-14

Note: This TMA consists of two parts.

Part I consists of **two questions** out of which you have to **attempt any one**. The question carries **25 marks** and should be answered in about **700 words**.

Part II consists of **8 questions**. **Attempt any five** in about **500 words** each. Each question carries **15 marks**.

Send your TMA to the Coordinator of your Study Centre.

PART – I

1. Describe various factors that are analyzed to study demographic profiles and their importance in tourism planning? 25

OR

2. Discussing the relationship between wild life and tourism, elaborate upon do's and don't's while visiting a sanctuary. 25
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PART – II

1. Elucidate upon the indicators that affect travel propensity of the tourists. 15
2. Describe a plan for conducting a tour of your own town for a group of foreign tourists. 15
3. "Dance and Music is the key of entertainment in Indian Tourism". Comment. 15
4. How can adventure and sports be used as tourist attractions? 15
5. Describe seasonal fairs and festivals of India. Also explain how these supports tourist industry. 15
6. Trace the historical roots of Kalinga – Bali Yatra. Discuss the measures taken to publicise this festival in order to promote tourism. 15
7. What marketing strategies should a tourism practitioner adopt in order to sustain and enhance the market base? 15
8. Write short notes on any three of the following: 5X3 = 15
- a) Concept of "Highway Tourism"
 - b) PATA
 - c) Functioning of Air India
 - d) Mountain Guide
 - e) Ethnic Tourism