

TOURISM STUDIES

BTS

Third Year

**Assignments Booklet
(2013-14)**

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 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-3	April 15, 2013	October 15, 2013
TS-6	October 15, 2013	April 15, 2014
TS-7	October 15, 2013	April 15, 2014

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

Course Code: TS-3
Total Mark: 100

Programme - BTS
Assignment Code: TS-3/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. What do you understand by Entrepreneurship? As an entrepreneur how would you set up your tourism business? 25

OR

2. What is the importance of Public Relation in Marketing/Publicity? Also discuss the obstacles faced by PR in tourism industry. 25
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PART – II

1. Define the term Human Resource Management and elaborate its importance for the tourism industry. 15
2. Write short notes on the following: 5x3=15
- a. Profitability Analysis
 - b. Ego Status
 - c. Convention Customers
3. What do you mean by Balance Sheet and identify its purposes. 15
4. Discuss the challenges faced by the Airport Management Teams and also suggest required solutions to overcome them. 15
5. Discuss the importance of Information Technology and its effective role in marketing and promoting tourism. 15
6. What do you mean by Sole Proprietorship form of business? Also mention the advantages and disadvantages of Sole Proprietorship. 15
7. How do you prepare Project Proposal and what are the key factors considered in making them? 15
8. Discuss Break Even Point and Break Even Chart and its impact over the costing of firms. 15

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

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

**Programme: BTS
Assignment Code: TS-6/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 question carries **15 marks**. Send your TMA to the Coordinator of your Study Centre.

Part I

1. What role does technology plays in Tourism Marketing? Explain with the help of examples. 25

OR

2. What do you understand by Alternative and Supplementary accommodation? What are the various types of alternative and supplementary accommodations available? 25
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Part II

1. What do you understand by Marketing Research? Discuss its scope and various sources of information. 15
2. Discuss in detail the variables of Competitive Analysis. 15
3. With the help of examples discuss the developmental role played by NGOs in the area of tourism. 15
4. Define product. Identify the factors that influence product formulation in tourism. 15
5. Write notes on the following: (5+5+5=15)
a) Quantitative and Qualitative analysis
b) Factors influencing Tourism Forecasting
c) Trade Fairs and Travel Marts
6. Why Fifth p is necessary in Tourism Marketing? How Fifth P can be used in designing Marketing Strategies? 15
7. How shopping, education and culture can be marketed as tourist attractions. Highlight the drawbacks while marketing these products. 15
8. With the help of examples explain various elements of Promotional Mix 15

**TS-07: HUMAN RESOURCES MANAGEMENT
(TUTOR MARKED ASSIGNMENT)**

Course Code: TS-7
Total Marks: 100

Programme: BTS
Assignment Code: TS-7/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 question carries **15 marks**. Send your TMA to the Coordinator of your Study Centre.

Part I

1. Explain the process of selection of Employees in the hospitality and tourism industry. Also explain why personal interview is considered as a popular selection tool. 25

OR

2. Discuss the importance of staff training with suitable examples from the hospitality industry. Also enumerate the various methods of determining and imparting staff training. 25
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Part II

1. What is meant by Human Resource Information System? How can an organization have an effective Human Resource Information System? 15
2. Explain the functions and operations of Personnel Management? 15
3. Discuss the need and importance of Induction with help of suitable examples from tourism and hospitality industry. 15
4. Write short notes on: 5+5+5=15
 - a) Advantages of Job Evaluation
 - b) Task Analysis and its uses
 - c) Human Resource planning in Hospitality industry
5. Describe the various theory of motivation and their linkage with employee's motivation. 15
6. What are the components of salary administration? How do you evolve a salary structure? 15
7. Explain the need of transfer, promotion and reward policy? Substantiate your answer with suitable examples. 15
8. Write short notes on the following (5+5+5=15)
 - a) Emerging trends in Human Resource Management.
 - b) Gender issues in Hospitality
 - c) Grievance Handling