

# **TOURISM STUDIES**

**BTS  
First Year**

**Assignments Booklet  
(2014)**

**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, 2014	October 15, 2014
TS-2	October 15, 2014	April 15, 2015

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

**Course Code: TS-1**  
**Total Mark: 100**

**Programme: BTS**  
**Assignment Code: TS-1/TMA/2014**

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**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.

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**PART – I**

1. Define tourism. What is the purpose of tourism? 25

OR

2. Discuss the characteristics of the service product. 25

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**PART – II**

1. Write short notes on the following: 5X3=15
- a) Alternative Tourism
  - b) Sustainable Tourism
  - c) Special Interest Tourism
2. What do you understand by the term Grand Tour? Discuss the characteristics of the Grand Tour. 15
3. Discuss the primary and secondary constituents of the tourism industry. 15
4. Define tourist accommodation. Discuss the various types of accommodation. 15
5. What do you understand by marketing? Discuss the 4Ps of marketing. 15
6. What do you understand by writing for tourism? Discuss the characteristics of tourism writing. 15
7. Discuss the role of the local bodies in tourism development. 15
8. What do you understand by multiplier effect in tourism? What kind of direct and indirect employment is generated by tourism? 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/2014**

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**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.

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**PART – I**

1. What do you understand by profiling of tourists? Discuss the profiles of foreign tourists visiting India? 25

OR

2. Highlight the major seasonal festivals of the country. Also explain how these festivals support tourism industry. 25
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**PART – II**

1. What do you understand by “Regional distribution of international tourism”? Provide an insight into UNWTO projections about the most growing regions in future. 15
2. As a guide how would you describe a monument of your choice to a group of foreign tourists? 15
3. Discuss the importance of business cities for tourism. Give suitable examples. 15
4. How can adventure and sports be used as tourist attractions? 15
5. “Pilgrimage is a great factor in domestic tourism.” Comment. 15
6. How the promotional activities are organized in tourism industry? Explain with suitable example. 15
7. Examine the tourist traffic trends from Europe. Discuss some of the major characteristics of the European tourist market. 15
8. Write short notes on any two of the following in about 250 words each: (7.5X 2)= 15
- a) Guest – Host Relationship
  - b) Mountain Guide
  - c) Highway Services