

TOURISM STUDIES

BTS

Third Year

**Assignments Booklet
(2014)**

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, 2014	October 15, 2014
TS-6	October 15, 2014	April 15, 2015
TS-7	October 15, 2014	April 15, 2015

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

Course Code: TS-3
Total Mark: 100

Programme: BTS
Assignment Code: TS-3/TMA/2014

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. Define Management. Explain the roles and responsibilities of a manager. 25

OR

2. What do you understand by information technology? Discuss the role of communication in tourism. 25

PART – II

1. Define the concept of entrepreneurship. Discuss the qualities required to be an entrepreneur. 15

2. Discuss the management issues in tourism. 15

3. What do you understand by planning? Discuss the different types of plans. 15

4. Write short notes on the following: (5x3) = 15

- a) Delegation of Authority
- b) Management Information System
- c) Span of Control

5. Discuss the importance of Human Resource Management in tourism. 15

6. Define travel agency. Discuss the services provided by a travel agency. 15

7. Discuss the characteristics of the hotel business. 15

8. Discuss the role of PR services in marketing a tourism product/ destination. 15

TS-6: TOURISM MARKETING
(TUTOR MARKED ASSIGNMENT)

Course Code: TS-6
Total Marks: 100

Programme: BTS
Assignment Code: TS-6/TMA/2014

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. Describe the 4Ps of Marketing Mix. As the Marketing Manager of a Low- cost airline company, devise a marketing strategy for your airline given the present scenario of global economic slowdown and rising competition. 25
OR
2. Discuss the role of seasonality and forecasting in tourism marketing. Take a particular destination and discuss the impact of seasonality on the tourist flow. 25

PART- II

1. Taking India as the base country, how would you define international and domestic tourists? Discuss the characteristics of major international source markets for India. 15
2. Discuss the role and importance of National Tourist Organisations in the marketing of their respective destinations. 15
3. Tourism is a complex activity that requires experiences and understanding of global, national, regional and local marketing situation". Justify the above statement. 15
4. How do Star Categories hotels formulate their marketing strategies? 15
5. Write notes on the following: (5x3) = 15
 - (i) Importance of marketing research in tourism marketing
 - (ii) Alternative accommodation
 - (iii)Marketing of local foods
6. Define FAM tours. Elaborate the importance of FAM tours in the context of a newly developed tourism destination. 15
7. What do you understand by Product life-cycle? Explain the various stages through which a tourism product passes through. 15
8. Why do we need to segment tourism markets? Discuss some of the major basis on which tourism markets can be segmented. 15

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

Course Code: TS-7
Total Marks: 100

Programme: BTS
Assignment Code: TS-7/TMA/2014

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. Discuss the characteristics of Personnel Management. Explain the functions and operations of Personnel Management in a five star hotel. 25

OR

2. What do you understand by Grievance? What are the common reasons for the assurance of grievance? What are the steps of grievance handling? 25
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PART- II

1. Discuss the need of human resource planning in the hospitality industry. 15
2. What do you understand by Task Analysis? What is the role of task analysis in an organization? Explain the steps involved in task analysis with suitable examples. 15
3. What is the co-relation between the terms Job Evaluation, Job Analysis, Job Description and Job Specification? What are the advantages and limitations of Job Evaluation? 15
4. Write short notes on any three: (3 x 5)= 15
i) Induction Process
ii) Manpower forecasting Techniques
iii) Process of Job Enrichment
iv) Performance Appraisal
5. What is the need for training? What are the various methods of training commonly used in the hospitality industry? 15
6. What is the significance of Career Planning in an organization? Explain the process of career planning with suitable examples from the hospitality industry. 15
7. Write a detailed note on Salary Administration. 15
8. Write short notes on any two: (2 x 7½) = 15
i) Human Resource Accounting
ii) Intrinsic and Extrinsic Motivation
iii) Need for Employee Counseling