

TOURISM STUDIES

BTS

Third Year

**Assignments Booklet
(2011-12)**

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 SR&E 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,

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, 2011	October 15, 2011
TS-6	October 15, 2011	April 15, 2012
TS-7	October 15, 2011	April 15, 2012

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

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

Assignment Code: TS-3/TMA/2011-12

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 eight 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. Write an essay on source of finance available for tourism industry. 25

OR

2. What are the various steps involved in planning? Discuss with reference to a tourism organisation. 25
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PART – II

1. Discuss the importance of interpersonal behaviour in tourism business. 15
2. Discuss the significance of management concept and the roles and responsibilities of a manager in present day competitive and multinational business environment. 15
3. "Convention is an integral part of modern tourism business." Comment. 15
4. Define management. Discuss the various management issues in tourism. 15
5. Write a note in about 250 words on each of the following: (7 ½ + 7 ½) 15
- a) Profit And Loss Statement
- b) Break Even Point
6. Discuss the steps you would take to plan a convention. 15
7. How has information technology changed the management functions in tourism? Answer with examples. 15
8. What do you understand by Human Resource Management? Discuss its importance for tourism organisations. 15

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

Course Code: TS-6

Total Marks: 100

Assignment Code: TS-6/TMA/2011- 12

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 eight 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 – 1

- 1) Discuss the major variables used for segmenting the market for tourism products? 25

OR

- 1) Discuss the role of Public Sector and NGO's in the development of tourism at destinations? 25
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Part – 11

- 1) Explain Monopolistic and Oligopolistic type of Competition. 15
- 2) Discuss the different types of Marketing Strategies adopted by Star Category hotels. 15
- 3) Illustrate and describe Tourism Product – life cycle. 15
- 4) Explain “People as an Element of Marketing mix”. 15
- 5) What do you understand by Accommodation marketing? Explain its characteristics. 15
- 6) Differentiate between Alternative and supplementary type of accommodation. 15
- 7) Explain the concept of socially responsible marketing in context of tourism. 15
- 8) What do you understand by seasonality in Tourism? Explain its impact on Tourism development. 15

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

Course Code: TS-7
Total Mark: 100

Assignment Code: TS-7/TMA/2011-12

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 eight 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. Explain the process of Recruitment and Selection of an employee in a Service Organisation. 25

OR

2. What do you understand by Employee Motivation? What is the linkage between Employee Motivation, Job enrichment and Productivity? 25

PART – II

1. Write an essay on Human Resource Information Systems. 15
2. Write a detailed note on Human Resource Accounting and its importance in the Service Industry. 15
3. What do you understand by Job Evaluation? What are the methods of Job Evaluation? 15
4. Define Task Analysis. Explain the steps involved in the process of task analysis. 15
5. Discuss the need and importance of Staff training in the Service Industry. Also mention the various methods of training usually followed. 15
6. What is the significance of Career Planning in an organisation? Explain the process of career planning with suitable examples. 15
7. Write a detailed note on Salary Administration 15
8. What is meant by Grievance? What are the usual reasons for Grievance and what is the process of handling a Grievance? 15