

# **TOURISM STUDIES**

## **DTS Assignments Booklet (2014-15)**

**Compulsory Courses  
TS-1 to TS-3**

**Optional Course  
TS-4 to TS-6**



**School of Tourism and Hospitality Services Management  
Indira Gandhi National Open University  
Maidan Garhi, New Delhi – 110 068**

# DTS 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 to TS-3 (compulsory courses) and TS-4 to TS-6 (optional courses). *Students are advised to attempt only one opted course from TS-4 to TS-6.*

**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. Sonia Sharma**  
**Programme Coordinator, DTS**

## ASSIGNMENT SUBMISSION SCHEDULE

### For January Session

<b>Compulsory Course</b>	<b>Last Date</b>	<b>Optional Course</b>	<b>Last Date</b>
TS-1	April 15, 2014	TS-4	October 15, 2014
TS-2	April 15, 2014	TS-5	October 15, 2014
TS-3	October 15, 2014	TS-6	October 15, 2014

### For July Session

<b>Compulsory Course</b>	<b>Last Date</b>	<b>Optional Course</b>	<b>Last Date</b>
TS-1	October 15, 2014	TS-4	April 15, 2015
TS-2	October 15, 2014	TS-5	April 15, 2015
TS-3	April 15, 2015	TS-6	April 15, 2015

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

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

**Programme: DTS  
Assignment Code: TS-1/TMA/2014-15**

**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 tourism. What is the purpose of tourism? 25

OR

2. Discuss the characteristics of the service product. 25

**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: DTS**  
*Assignment Code: TS-2/TMA/2014-15*

**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. 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

**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

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

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

**Programme: DTS  
Assignment Code: TS-3/TMA/2014-15**

**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-4: INDIAN CULTURE: PERSPECTIVE FOR TOURISM  
(TUTOR MARKED ASSIGNMENT)**

**Course Code: TS-4**  
*Total Marks: 100*

**Programme: DTS**  
*Assignment Code: TS-4/TMA/2014-15*

**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. Identify the locations of major Harappan archaeological sites in India. How do archaeological sites promote cultural tourism? 25

OR

2. Do you agree that use of handicrafts in tourism promotion has improved the condition of artisans in India? Substantiate your answer with suitable examples. 25

**PART – II**

1. “Tourism and culture are interrelated”. Elucidate with suitable examples. 15
2. What were the main features of colonial period? How it was different from pre-colonial period? Explain. 15
3. Write a note on Indian Classical Dances. 15
4. Discuss the influence of people’s theatre over Indian theatre. Give suitable examples. 15
5. Briefly describe the main architectural styles during ancient and medieval India. Give five examples of medieval architectural structures which are major tourist attractions. 15
6. What are the roles and responsibilities of museums in cultural tourism promotion? 15
7. How can government and media play an important role in Tourism Promotion? 15
8. Write short notes on any 3 of the followings: 5X3=15
- a) Wool weaving technology in India
  - b) Tourism and tribal areas in India
  - c) Bhutia tribe
  - d) Impact of Buddhism on Indian Society

**TS-5: ECOLOGY, ENVIRONMENT AND TOURISM  
(TUTOR MARKED ASSIGNMENT)**

**Course Code: TS-5**  
**Total Marks: 100**

**Programme: DTS**  
**Assignment Code: TS-5/TMA/2014-15**

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. Enumerate with examples the different components of the abiotic environment. How have they changed with time? 25

OR

2. Discuss the intricate relationship and linkages between environment and tourism development 25

**PART- II**

1. What are Wetlands? What are its main ecological functions? 15
2. Discuss the role of various stakeholders in developing and promoting responsible tourism. 15
3. What are the ways in which the local physical environment is affected by behavior of mass tourists? 15
4. Discuss the pressure and assess thresholds of environment in the context of unplanned tourism development. 15
5. Write notes on the following: (5+5+5=15)  
(i) Terrestrial biomes  
(ii) Primary Food chain in nature  
(iii) Characteristics of natural communities
6. What do you understand by 'Multiplier effect of tourism'? Discuss its socio-economic impact on destinations. 15
7. Discuss how tourism can be employed as an important tool for conservation. 15
8. What are the major negative impacts of tourism on the local environment? Suggest possible solutions to overcome them. 15



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

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

**Programme: DTS  
Assignment Code: TS-6/TMA/2014-15**

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**.  
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**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.

**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: (5+5+5=15)
  - (iv) Importance of marketing research in tourism marketing
  - (v) Alternative accommodation
  - (vi) 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