

# **TOURISM STUDIES**

## **DTS Assignments Booklet (2015)**

**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 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,

**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, 2015	TS-4	October 15, 2015
TS-2	April 15, 2015	TS-5	October 15, 2015
TS-3	October 15, 2015	TS-6	October 15, 2015

### For July Session

<b>Compulsory Course</b>	<b>Last Date</b>	<b>Optional Course</b>	<b>Last Date</b>
TS-1	October 15, 2015	TS-4	April 15, 2016
TS-2	October 15, 2015	TS-5	April 15, 2016
TS-3	April 15, 2016	TS-6	April 15, 2016

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

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

**Programme: BTS  
Assignment Code: TS-1/TMA/2015**

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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. Discuss the forms & types of tourism. 25

**OR**

2. Discuss the purpose of tourism. 25

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**Part – II**

1. What is the objective behind studying the history of tourism? 15

2. Write short notes on the following: (5X3=15)  
(a) Silk Route  
(b) Alternative Tourism  
(c) Grand Tour

3. Discuss the Primary / Major constituents of tourism industry. 15

4. What is the purpose of legislation covering the hospitality sector? 15

5. Explain the various types of accommodation. 15

6. Write a detailed note on Dilli Haat. 15

7. Discuss the link-between seasonality and employment potential at a destination 15

8. Define infrastructure. Mention the relationship between infrastructure and 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/2015**

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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. Describe various factors that are analyzed to study demographic profiles and their importance in tourism planning. 25
  - OR**
  2. Highlight the steps that have been suggested for the conservation of Ajanta, Ellora and Elephanta. 25
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**PART – II**

1. What are the methods of profiling tourists? How does it help in promoting a destination? 15
2. Write some common problems a tour operator might face while conducting a city tour. 15
3. Examine the importance of dance and music in promoting tourism in India. 15
4. How are Resorts different from Hotels? Discuss the features of a beach resort? 15
5. What do you understand by the term Ethnic Tourism? Discuss the positive and negative effects of development of the same. 15
6. Evaluate the success of “Palace on wheels”. Also express your views for further modification. 15
7. Discuss the characteristics of the European tourist market. 15
8. Write short notes on any two of the following in about 250 words each. (7.5 x2=15)
  - a) Highway Tourism
  - b) Heritage Hotels
  - c) Museums as tourist attractions

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

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

**Programme: BTS**  
**Assignment Code: TS-3/TMA/2015**

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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 Information Management? Discuss the significance of Information Technology in the Tourism Industry. 25

**OR**

2. What is the importance of Public Relation in Marketing? Also discuss the obstacles faced by PR in terms of tourism in India. 25
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**PART-II**

1. What do you understand by Organization Structure? Discuss the classical approach to organizations. 15
2. What do you understand by Sole Proprietorship? Discuss the advantages of Sole Proprietorship. 15
3. Define the term Human Resource Management and discuss its valued importance for the tourism industry. 15
4. What do you mean by Balance Sheet and identify its purposes. 15
5. Write short notes on the followings (3x 5 = 15)
- a) Division of work & Departmentalization
  - b) Span of control & Delegation of authority
  - c) Types of control
6. Discuss the characteristics of the hotel business. 15
7. What is the importance of scheduling in airlines operation? List some important challenges before the airlines. 15
8. How would you define a business traveller? What are the advantages of business travellers for destinations? 15

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

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

**Programme: BTS**  
**Assignment Code: TS-4/TMA/2015**

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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**.

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**PART – I**

1. Describe in detail the chief features of Indian cultural heritage. 25

**OR**

2. Discuss the historical evolution of India classical dances. 25
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**PART – II**

1. Write a note on Bhakti and Sufi movements in India. 15
2. What do you mean by Nritya? How it is different from Abhinaya. 15
3. Give a detail account on the role and functions of India's major rituals, customs and ceremonies. 15
4. What are the salient features of modern Indian theatre? 15
5. Discuss various sculptural forms of ancient India. 15
6. Describe the role of Museum in educating tourist. What is the difference between the archaeological museum and craft museum? 15
7. Do you agree that use of handicrafts in tourism promotion has improved the condition of artisans in India? Give your opinion with suitable examples. 15
8. Write short notes on any 3 of the followings. (5 x3=15)
- a) Santhal Tribes
  - b) Indian Jewellery
  - c) Tourism Policy in India
  - d) Rock – cut architecture

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

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

**Programme: BTS**  
**Assignment Code: TS-5/TMA/2015**

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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**.

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**PART – I**

1. What do you understand by the term ‘carrying capacity’? Discuss its relevance and application in tourism development. 25

**OR**

2. Discuss the various Bio-geographical regions of India. 25
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**PART-II**

1. Discuss some of the prominent features of wetlands. 15
2. What do you understand by the terms ‘Preservation’ and ‘Conservation’? Discuss their significance in tourism development? 15
3. Discuss the role of host population in tourism planning and development. 15
4. Describe in brief some of the major Acts passed by the Government of India for protecting the Environment. 15
5. Write short notes on the followings: (5x3=15)
- a. Fiscal Concession
  - b. Chipko Movement
  - c. Multiplier Effect
6. Explain the concept of Alternative tourism with appropriate examples. 15
7. Discuss the inter-relationship between Tourism and Ecosystem? 15
8. Discuss how Visitors’ Behavior at Tourist Sites affects its Environment. 15



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

**Course Code: TS-6**

**Programme: BTS**

**Total Marks: 100**

**Assignment Code: TS-6/TMA/2015**

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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 question carries **15 marks**.

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**PART-I**

1. Explain the concept and need of market segmentation in tourism marketing? Discuss how tourism markets are segmented. 25

**OR**

2. Discuss the role played by NGO's at various tourist destinations. 25

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**PART-II**

1. Differentiate between Monopolistic and Oligopolistic Competition with suitable examples. 15

2. Discuss the importance of technology in tourism trade. 15

3. "Cuisine has a prominent role in tourism promotion". Justify the statement. 15

4. Discuss the fundamental elements of tourism marketing mix. 15

5. What is FAM Tours? Discuss the importance of FAM tours in tourism industry. 15

6. Describe the role of 'Commissions' in tourism marketing. 15

7. Enumerate the impact of "Costs" and "Demand" while developing pricing strategies for a tourism product. 15

8. Discuss the various features of Airlines Marketing. Outline benefits of having an appropriate Marketing Plan for Airlines Business? 15