

TOURISM STUDIES

DTS Assignments Booklet (2016)

**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

Compulsory Course	Last Date	Optional Course	Last Date
TS-1	April 15, 2016	TS-4	October 15, 2016
TS-2	April 15, 2016	TS-5	October 15, 2016
TS-3	October 15, 2016	TS-6	October 15, 2016

For July Session

Compulsory Course	Last Date	Optional Course	Last Date
TS-1	October 15, 2016	TS-4	April 15, 2017
TS-2	October 15, 2016	TS-5	April 15, 2017
TS-3	April 15, 2017	TS-6	April 15, 2017

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

Course Code: TS-1

Programme: DTS

Total Marks: 100

Assignment Code: TS-1/TMA/2016

Note: Answer any five questions in about 600 words each. All questions carry equal marks. Send your TMA to the Coordinator of your Study Centre.

1. Define tourism. Discuss the various types of tourism. 20
2. What is the importance of statistical records in tourism? Discuss the objective behind studying the history of tourism. 20
3. Discuss the aims of WTO. 20
4. Discuss the role of transport in tourism. 20
5. How do you prepare for a tour as an escort? What important things you take note of, as an escort while planning a tour? 20
6. Differentiate between goods and service products. Write a detailed note on the characteristics of service products with examples. 20
7. Define a travel agency. Discuss in brief operations of travel agency. 20
8. Discuss various economic, social and environmental impacts of tourism. 20
9. Discuss the various kinds of media. Explain the importance of print media. 20
10. What do you understand by tourism marketing? Elaborate on the 4 Ps of marketing. 20

TS-2: TOURISM DEVELOPMENT: PRODUCTS, OPERATIONS AND CASE STUDIES

(TUTOR MARKED ASSIGNMENTS)

Course Code: TS-2

Programme: DTS

Total Marks: 100

Assignment Code: TS-2/TMA/2016

Note: Answer any five questions in about 600 words each. All questions carry equal marks. Send your TMA to the Coordinator of your Study Centre.

1. How different types of tourism give rise to different types of guest-host interactions? 20
2. Discuss the role of guides in tourism. What are the basic skills required? 20
3. What is the relevance of entertainment in tourism? Mention the importance of theme dinner in tourism. 20
4. Elucidate upon the major non Himalayan Hill Resorts that are popular in India. 20
5. Examine the nature and relevance of seasonal festivals for promoting tourism in India. 20
6. Write detailed note on Kalinga- Bali Yatra. 20
7. Write short notes on the followings :
(a) Dances of India
(b) Natural tourist attractions of Maharashtra. 10x2=20
8. What do you understand by “Highway Services” in tourism? Substantiate your answer with suitable examples. 20
9. Describe the basic concept of beach and island tourism with examples from Kovalam and Lakshadweep. 20
10. Write short notes on
(a) Concept of Heritage Hotels
(b) Sociology and Tourism. 10x2=20

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

Course Code: TS-3
Total Marks: 100

Programme: DTS
Assignment Code: TS-3/TMA/2016

Note: Answer any five questions in about 600 words each. All questions carry equal marks. Send your TMA to the Coordinator of your Study Centre.

1. Define management. Write a detailed note on management levels. 20
2. What do you understand by SWOT? Why should you do SWOT Analysis? Explain. 20
3. Discuss the role of information technology in management. 20
4. What do you understand by organisation structure? Discuss the components of organisation structure. 20
5. What do you understand by marketing management? What are the different bases for market segmentation? 20
6. What is the difference between balance sheet and financial statement? Identify various purposes of balance sheet and financial statements. 20
7. Distinguish between:
a) Fixed assets and current assets.
b) Ordinary shares and preference shares
c) Current ratio and liquid ratio
d) Small group behavior and Interpersonal behavior 5x4=20
8. What is an invoice form? Mention the important accounting practices in a travel agency. 20
9. How would you define a business traveler? Write a detailed note on the various needs of a business traveler. 20
10. Discuss the importance of planning in hotel management. How would you decide the departments and job specifications for a 25 room hotel? Explain. 20

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

Course Code: TS-4
Total Marks: 100

Programme: DTS
Assignment Code: TS-4/TMA/2016

Note: Answer any five questions in about 600 words each. All questions carry equal marks. Send your TMA to the Coordinator of your Study Centre.

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| 1. Analyze features of North Indian cities during 6 th century B.C. | 20 |
| 2. “Tourism and culture are inter-related”. Elucidate. | 20 |
| 3. What were the causes of rise of Indian National Movements? Discuss in detail. | 20 |
| 4. Discuss the historical evolution of Indian classical Dances. | 20 |
| 5. Write short notes on:
(a) Tribal Identity
(b) Town planning of Mohenjo-Daro | 10X2=20 |
| 6. Write an essay on “Indian cinema as an Industry”. | 20 |
| 7. What are the contributions of the slave dynasty in the construction of monuments? | 20 |
| 8. Explain the importance of the archaeology of the Gangetic Civilization. | 20 |
| 9. Discuss the contribution of metal crafts in tourism industry. | 20 |
| 10. Write short notes on:
(a) Rock-cut architecture
(b) Modern Indian Paintings | 10X2 = 20 |

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

Course Code: TS-5
Total Marks: 100

Programme: DTS
Assignment Code: TS-5/TMA/2016

Note: Answer any five questions in about 600 words each. All questions carry equal marks. Send your TMA to the Coordinator of your Study Centre.

1. Define ecosystem. Explain the major biotic factors which support the biological world. 20
2. Describe the main characteristics of major terrestrial Biomes of the worlds. 20
3. What are the basic characteristics of a community? Discuss how species interact within communities. 20
4. How is biodiversity related to the balance in an ecosystem? Identify factors which lead to biodiversity loss. 20
5. Describe, citing relevant examples the impact of tourism development on the environment. 20
6. Explain the concept and relevance of sustainable development in modern day tourism. 20
7. Elaborate the issues involved while planning for tourism in hilly and coastal regions. 20
8. Outline the role and responsibility of an Environment friendly tourist. 20
9. Discuss briefly the politics of environment both in the global and Indian context. 20
10. Discuss the various steps and initiatives taken up by hotels in India to minimize their negative environmental impacts. 20

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

Course Code: TS-6
Total Mark: 100

Programme: DTS
Assignment Code: TS-6/TMA/2016

Note: Answer any five questions in about 600 words each. All questions carry equal marks. Send your TMA to the Coordinator of your Study Centre.

1. Discuss the various facets of Market Analysis taking into account the importance of Marketing Research, Competitive Analysis, Forecasting and Role of Technology. 20
2. Explain the various Pricing Objectives and Pricing Practices followed by tourism organization. 20
3. What do you understand by 'Tourism Product'? Explain the different stages in a product life-cycle. 20
4. What role do Local Bodies play in tourism marketing? Identify services which they should provide for strengthening the tourism product. 20
5. Define 'Product Mix'. Explain the product mix of a package tour. 20
6. Discuss the various aspects that should be considered while deciding promotional strategies for tourism products. 20
7. Differentiate characteristics between Goods and Services distribution. Explain the different types of distribution channels. 20
8. 'Seasonality in Tourism is a problem as well as a boon'. Explain the statement giving relevant examples. 20
9. Evaluate the significance of the 5th P of Marketing Mix in the context of Tourism Industry. 20
10. Discuss the different types of Alternative and Supplementary Accommodations and their importance in the Tourism Industry. 20