

# **TOURISM STUDIES**

## **DTS Assignments Booklet (2017)**

**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, 2017	TS-4	October 15, 2017
TS-2	April 15, 2017	TS-5	October 15, 2017
TS-3	October 15, 2017	TS-6	October 15, 2017

### For July Session

<b>Compulsory Course</b>	<b>Last Date</b>	<b>Optional Course</b>	<b>Last Date</b>
TS-1	October 15, 2017	TS-4	April 15, 2018
TS-2	October 15, 2017	TS-5	April 15, 2018
TS-3	April 15, 2018	TS-6	April 15, 2018

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

**Course Code: TS-1**

**Programme: DTS**

**Total Marks: 100**

**Assignment Code: TS-1/TMA/2017**

---

**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. Explain the different types of tourism. 20
2. What are the primary constituents of the tourism industry? Discuss the role of government organizations in promotion of tourism at national and state level. 20
3. Discuss the major difference between the formal and informal sector in tourism. 20
4. Write short notes on: 10x2=20
  - a) Alternative Tourism
  - b) Manila Declaration
5. Discuss the role of rail transport in the promotion of domestic tourism in India. 20
6. What is the difference between a guide and an escort? Discuss the role of a guide and an escort during a tour. 20
7. Explain the socio- cultural and environmental impacts of tourism. 20
8. Define a tour operator. Discuss the steps involved in the planning and costing of a tour. 20
9. Define marketing. Discuss the importance of promotion in marketing. 20
10. Mention the relationship between infrastructure and tourism. What are the areas of weakness of infrastructure in India? 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/2017**

---

**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. What is the significance of profiling tourist? Discuss the methods adopted in this regard. 20
2. Discuss the relationship between Sociology, Anthropology and Tourism. 20
3. Which aspect would you cover in describing a historical monument to the tourist? Base your answer on Taj Mahal as a case study. 20
4. Examine the importance of dance and music in promoting tourism in India. 20
5. How can National Parks be best utilized as tourism attractions? Write a scheme. 20
6. What do you understand by the term Ethnic Tourism? Discuss the positive and negative effects of development of the same. 20
7. Discuss important festivals of India. Also differentiate between fairs and festivals. Give suitable examples. 20
8. How does a state government plan and promote tourism? Explain with a case of Maharashtra. 20
9. What is the significance of highway services in tourism? Make suggestions to improve them keeping in view the examples from Haryana. 20
10. Write short notes on: (10x2=20)
  - a) Adventure sports in India.
  - b) PATA

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

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

**Programme: DTS  
Assignment Code: TS-3/TMA/2017**

---

**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. What do you understand by management? What are the various issues which a manager needs to deal with while performing the managerial tasks? 20
  
7. Define organizational structure. Discuss the components of organizational structure. 20
  
8. Define the term 'Group'. Explain the various factors affecting inter-group relations and suggest the ways to manage the inter- group relations. 20
  
4. What do you understand by Human Resource Management? Explain with the help of suitable examples the significance of human resource management in tourism. 20
  
5. Explain how tourism product is different from other products? Discuss its characteristics. 20
  
6. What do you understand by planning? Discuss the steps involved in planning. 20
  
7. Differentiate between : 5X4 =20
  - c) Travel Agent and Tour Operator
  - d) Fixed assets and Current assets
  - e) Ordinary shares and Preference sharesCurrent ratio and Liquid ratio
  
8. What do understand by management of tourist transport? Discuss the various issues related to transport management. 20
  
9. What is Airline Management? Discuss the importance of planning and organisation in Airline Management. 20
  
10. What do you understand by a Public Limited Company? What are its disadvantages? 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/2017**

---

**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. What is the contribution of India in the field of science? Support your answer with suitable examples? 20
9. What do you understand by Sect? Elaborate various sects found in Hindu religion. 20
10. What do you mean by “Hindustani Music”? How it differs from “Karnatic Music”?20
11. Discuss the influence of people’s theatre over the Indian Theatre. Illustrate your answer with suitable examples. 20
- f) What are the roles and responsibilities of museums in culture tourism promotion? 20
- g) Explain the important feature of Indo-Islamic style of architecture with special reference to Agra. 20
7. Examine the commoditization of handicrafts in India. Give suitable Examples. 20
8. What are various religious practices of tribal’s in India? Explain with suitable examples. 20
9. Discuss different types of Media. What role does it play in the development of tourism? 20
10. Write short notes on the following: (10x2=20)
  - b) Modern Indian Paintings
  - c) Image of women in Indian cinema.

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

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

**Programme: DTS  
Assignment Code: TS-5/TMA/2017**

---

**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. What pressures does tourism exerts on environment? Enumerate the practices that can mitigate the negative pressure on environment. 20
  
2. Write short notes on the following: 4x5=20
  - a) Eco-Tourism
  - b) Environment and classical Arts
  - c) Environment in oral Traditions
  - d) Demonstration effect
  
3. “Tourism Development has been environmentally destructive in the present scenario”. Justify the statement citing relevant examples. 20
  
4. What do you understand by Sustainable Tourism Development? Highlight the problems associated in practicing it and suggest the solutions to overcome the problems. 20
  
5. Explain the term carrying capacity. Discuss in detail the relevance of considering the physical carrying capacity while developing a tourist destination. 20
  
6. What do you understand by regional imbalances? What are the various policies and guidelines that a tourism professional can follow to minimize regional disparities? 20
  
7. Discus in detail the various Special Interest Tourism (SITs) products which India can offer. 20
  
8. How does tourism development influence the Local community? What are the various ways of reducing the marginalization of locals and ensuring the further growth of tourism? 20
  
9. Explain how tourism can act as a tool for the conservation of wild life? 20
  
10. Explain with the help of suitable examples how the unplanned development of hotels has lead to the destruction of environment? 20



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

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

**Programme: DTS  
Assignment Code: TS-6/TMA/2017**

---

**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. Write a note on marketing organizations and the generic job positions in the marketing department. 20
2. Define market segmentation and describe the determinants of tourism market segmentation on the basis of tourist travel habits. 20
9. Explain the importance of pricing in marketing and describe the cost structure of airlines.20
4. Write a note on alternative and supplementary accommodation. 20
5. Explain the constituents of the tourism industry and elaborate the need of joint promotion. 20
6. What is the purpose of conducting marketing research? Describe the sampling methods involved in collection. 20
7. Explain the role of Department of tourism, Government of India, in developing & marketing tourism destination. 20
8. Explain the various market structures & their features. 20
9. Illustrate and explain the 7e's of services marketing. 20
10. Describe the concepts related to socially responsible marketing. 20