

TOURISM STUDIES

DTS Assignments Booklet (2018)

**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. Paramita Suklabaidya
Programme Coordinator, DTS

ASSIGNMENT SUBMISSION SCHEDULE

For January Session

Compulsory Course	Last Date	Optional Course	Last Date
TS-1	April 15, 2018	TS-4	October 15, 2018
TS-2	April 15, 2018	TS-5	October 15, 2018
TS-3	October 15, 2018	TS-6	October 15, 2018

For July Session

Compulsory Course	Last Date	Optional Course	Last Date
TS-1	October 15, 2018	TS-4	April 15, 2019
TS-2	October 15, 2018	TS-5	April 15, 2019
TS-3	April 15, 2019	TS-6	April 15, 2019

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

Course Code: TS-1

Total Marks: 100

Assignment Code: TS-1/DTS/2018

Note: Attempt any five in about 500 words each.

Each question carries 20 marks.

Send your TMA to the Coordinator of your Study Centre.

1. Discuss the various types of tourist accommodations. Elaborate supplementary accommodations in India with suitable examples. **20**
2. What are the various modes of tourism promotion? Discuss role of social media in tourism promotion. **20**
3. What are different forms of tourism? Discuss the impact of tourism on culture and environment of a destination. **20**
4. How does a tour operator package a tour? Prepare a 03D/02N itinerary of a packaged tour of your choice. **20**
5. What do you understand by travel writing? Discuss the skills needed for writing in tourism. **20**
6. What do you understand by rural tourism? Elaborate the socio-economic impact of tourism. **20**
7. Write short notes on any two of the following: **10X2 =20**
 - i). WTO
 - ii). Multiplier Effect in Tourism
 - iii). Role of Intangible Heritage in Tourism
 - iv). Travel Motivators
8. What is the importance of tourism statistics? Explain the various statistical means used for assessing and comparing the data in tourism sector. **20**
9. Write a detailed note on seasonality in tourism. **20**
10. Define marketing. Discuss the 4 Ps of marketing. **20**

**TS-2: TOURISM DEVELOPMENT: PRODUCTS, OPERATIONS AND CASE
STUDIES
(TUTOR MARKED ASSIGNMENTS)**

Course Code: TS-2

Total Marks: 100

Assignment Code: TS-2/DTS/2018

Note: Attempt any five in about 500 words each.

Each question carries 20 marks.

Send your TMA to the Coordinator of your Study Centre.

1. What is the importance of profiling tourist? How does it help in promoting a destination? 20
2. Write some common problems a tour operator might face while conducting a city tour. 20
3. How should dance and music be effectively marketed as a tourism product? Explain with the help of appropriate examples. 20
4. "Adventure and Sports tourism are up-coming in India." Comment. 20
5. Discuss the relevance of arts and crafts in tourism. 20
6. What do you mean by the term "Itinerary"? Discuss any itinerary offered by Indian Railway as a package tour. 20
7. Discuss the characteristics of the European tourist market. 20
8. Scheduling of flights and managing operations is the most vital factor for the success of any Airline." Analyze the statement. 20
9. Critically examine the "Heritage Hotel Scheme" developed by the Rajasthan Government. 20
10. Write short notes on the followings: 10 x 2=20
 - i). Guest -Host Relationship
 - ii). Cuisine and theme dinners

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

Course Code: TS-3

Total Marks: 100

Assignment Code: TS-3/DTS/2018

Note: Attempt any five in about 500 words each.

Each question carries 20 marks.

Send your TMA to the Coordinator of your Study Centre.

1. Define tourism management. What are the various issues which a manager needs to deal with while performing the managerial tasks? **20**
2. Describe organizing. Elucidate departmentalization and span of control in context of organizing. **20**
3. What do you understand by entrepreneurship? Discuss the entrepreneurial process in detail. **20**
4. Define conflict. Discuss the ways to deal with conflict within an organization. **20**
5. What do you understand by decision making? Discuss the steps involved in decision making. **20**
6. What is a Balance Sheet? How is a Balance Sheet prepared and analysed? **20**
7. Write short note on any four of the following : **5X4 =20**
 - a) Sole Proprietorship
 - b) Control Techniques
 - c) Public Relations in Tourism
 - d) Break Even Point
 - e) Profitability Analysis
 - f) Food Service Marketing
8. Discuss various issues related to tourist transport management. Give suitable examples. **20**
9. What do you understand by "Ego States"? Explain the role of interpersonal behavior in an organization. **20**
10. What do you understand by financial management? Write a detailed note on financial sources. **20**

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

Course Code: TS-4

Total Marks: 100

Assignment Code: TS-4/DTS/2018

Note: Attempt any five in about 500 words each.
Each question carries 20 marks.
Send your TMA to the Coordinator of your Study Centre.

1. Describe in detail the chief features of Indian cultural heritage. 20
2. Discuss India's major customs and rituals? Give suitable examples. 20
3. What are the salient features of modern Indian Theatre? 20
4. Examine the genesis and evaluation of various forms of music in India. 20
5. What are the contribution of the Slave Dynasty in the construction of monuments? Substantiate your answer with suitable examples. 20
6. Discuss the main archaeological remains discovered in Harappa Civilization. 20
7. Write a note on the wood crafts of India with centre of its production. 20
8. Give an account of tribal society in India. Would you like to recommend use of tribal resources for tourism development? 20
9. Discuss the typology of media. How they promote culture? Explain. 20
10. Write short notes on the followings: 10 x 2=20
 - i). Unity in Diversity
 - ii). Kumbh Mela

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

Course Code: TS-5

Total Marks: 100

Assignment Code: TS-5/DTS/2018

Note: Attempt any five in about 500 words each.

Each question carries 20 marks.

Send your TMA to the Coordinator of your Study Centre.

1. Define Biodiversity. Enumerate the various causes of biodiversity loss and how they impact human lives. **20**

2. Write short notes on the following in about 150 words each: **5x4=20**
 - i) Abiotic elements
 - ii) Biotic elements
 - iii) Biomes
 - iv) Food web

3. Discuss the concept of environment in the Indian philosophical tradition. **20**

4. Write a detailed note on the relationship between the natural environment and tourism development. **20**

5. What are Wetlands? What major ecological functions do they play? **20**

6. Give an account of the measures taken up by the Indian Government towards protection and the preservation of the environment. **20**

7. Discuss the concept of Alternative tourism detailing associated problems and benefits. **20**

8. Discuss the role and responsibility of tourists and the local community respectively for sustainable development of tourism destinations. **20**

9. Compare and analyse the impact of Planned Vs Unplanned tourism destinations. **20**

10. How can hotels minimize their negative environmental impacts? Cite appropriate examples. **20**

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

Course Code: TS-6

Total Marks: 100

Assignment Code: TS-6/DTS/2018

Note: Attempt any five in about 500 words each.

Each question carries 20 marks.

Send your TMA to the Coordinator of your Study Centre.

1. Define tourism marketing. How did it evolve as a concept? Discuss some of its salient features. 20
2. Discuss the marketing linkages between the various components of the tourism industry. 20
3. Define Tourism Product. Outline the steps in designing and developing a tourism product of your choice. 20
4. Discuss the importance of market research in tourism. Discuss its various steps. 20
5. To what extent can technology be used in tourism marketing? Elaborate citing appropriate examples. 20
6. What do you understand by competitive analysis? Explain the strategic options. 20
7. How would you market local foods? What role food festivals play in it? 20
8. What is the relevance of brochure? What points would you consider while designing an effective marketing brochure? 20
9. What role can NGOs play in tourism marketing? 20
10. Write notes on the following in about 250 words each: (10x2= 20)
 - i). Emerging trends in tourist market in India
 - ii). Destination planning

ENROLMENT NO.:

NAME:.....

ADDRESS:

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DATE:

Course Title:

Assignment Code:

NOTE: Submit the assignment to the Coordinator of the programme centre .
