

TOURISM STUDIES

DTS Assignments Booklet (2019)

**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, 2019	TS-4	October 15, 2019
TS-2	April 15, 2019	TS-5	October 15, 2019
TS-3	October 15, 2019	TS-6	October 15, 2019

For July Session

Compulsory Course	Last Date	Optional Course	Last Date
TS-1	October 15, 2019	TS-4	April 15, 2020
TS-2	October 15, 2019	TS-5	April 15, 2020
TS-3	April 15, 2020	TS-6	April 15, 2020

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

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

**Programme: DTS
Assignment Code: TS-1/TMA/2019**

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. “India: A destination for all Seasons and all reasons”. Discuss the statement elaborating the geographical features of India. 20
2. Discuss the role of any two International Organizations working for the development of tourism. Support your answer with examples. 20
3. How does a tour escort prepare for a tour? Write the important things to take care of, while planning a tour. 20
4. Briefly explain the role of following service providers in the development of tourism of a destination : 5X4 = 20
 - a. Street Guides (Tout)
 - b. Souvenir Sellers
 - c. Photographers
 - d. Tourist Police
5. What is tourism marketing? Explain the marketing mix in detail. 20
6. Discuss the importance of monuments in promotion of heritage and cultural tourism. 20
7. Explain the highlights of National Action Plan for Tourism, 1992. 20
8. What role does infrastructure play in developing a tourist destination and community development? Cite relevant examples. 20
9. Discuss the positive and negative impacts of mass tourism in hilly areas. Discuss with the help of example. 20
10. What role does photography and writing play in the tourism industry? Explain with relevant examples. 20

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

**Course Code: TS-2
Total Marks: 100**

**Programme: DTS
Assignment Code: TS-2/TMA/2019**

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **600 words each**. Send your TMA to the coordinator of your Study Centre.

1. Describe the characteristics which are analyzed in profiling of tourists. 20
2. How would you plan and prepare for a city tour? 20
3. Discuss how Khajuraho Dance Festival has been organized to create a secondary tourist attraction. 20
4. What is “Island Tourism”? Describe the main attractions for tourist in the Lakshadweep Islands. 20
5. Elaborate the significance of handicrafts in tourism. 20
6. Kalinga-Bali yatra had booth cultural and tourism importance. Examine. 20
7. Write a detailed note on history and historical sites and monuments of the state of Maharashtra. 20
8. What role does seasonality play in hill tourism? 20
9. How has the state of Haryana used highway services to promote tourism? 20
10. Write short notes on: (10x2=20)
 - a) Ethnic Tourism
 - b) Pilgrimage Tourism

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

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

**Programme: DTS
Assignment Code: TS-3/TMA/2019**

**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. Who is Entrepreneur? Elaborate the qualities of an Entrepreneur. 20
2. Why is planning important for any tourism organization? Enumerate the steps in the planning process. 20
3. Write short notes on the following: 10+10= 20
 - a). Influencing factors for organizational culture
 - b). Organizational Structure
4. Identify characteristic features of services. Discuss the various issues to be considered while managing tourism services. 20
5. Elaborate the importance of Human Resource Management in travel and tourism industry. Sustainably your answer with suitable examples. 20
6. What are the different types of Costs? How costing is worked out for a Tour package? 20
7. "The need for Public Relations (RR) in a service- based industry like tourism is greater". Justify the statement giving appropriate examples. 20
8. List the major functions of an Airport. Highlight general issues and also problematic areas in Airport Management. 20
9. What is a Balance Sheet? Discuss the main items listed on a balance sheet. 20
10. Write short notes on the following: 10+10=20
 - a). Business travellers and their needs
 - b). Convention Marketing

**TS-04: INDIAN CULTURE- A PERSPECTIVE FOR TOURISM
(TUTOR MARKED ASSIGNMENT)**

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

**Programme: DTS
Assignment Code: TS-4/TMA/2019**

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **600 words each**. Send your TMA to the coordinator of your Study Centre.

1. Describe in detail the chief features of Indian cultural heritage. 20
2. What are the major impacts of tourism on local culture? Substantiate your answer with suitable examples. 20
3. Describe the status of Indian music during medieval period. 20
4. Write a note on the growth and development of Indian Cinema. 20
5. What is a "Museum"? Describe various types of museums functioning in India. 20
6. Examine the importance of archaeology of the Gangetic civilization. 20
7. Express your views to improve the condition of handicraft industry. 20
8. What are various religious practices of Tribal? How the same can be used in travel and tourism industry? 20
9. What is performing art? Illustrate your answer with suitable examples. 20
10. Write short notes on: (10x2=20)
 - a) Anthropological Survey of India
 - b) Arya Samaj

TS-5: ECOLOGY, ENVIRONMENT AND TOURISM

(TUTOR MARKED ASSIGNMENT)

Course Code: TS-5

Total Marks: 100

Programme: DTS

Assignment Code: TS-5/TMA/2019

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **600 words**.

Send your TMA to the Coordinator of your Study Centre.

1. Describe the various types of Biomes of the world. 20
2. What is resource partitioning? Explain its ecological significance. 20
3. How is tourism related to Ecosystem? Explain the linkages between the two. 20
4. Discuss the role of host and guest/tourist population in environmental conservation and preservation. 20
5. Write a detailed note on the Politics of Environment. 20
6. Write short notes on the following in about 150 words each: 5x4=20
 - a) Biodiversity
 - b) Eco-tone
 - c) Food Chain
 - d) Wetlands
7. How does unplanned tourism development impact the environment? Cite appropriate examples to substantiate your views. 20
8. How is the environment affected by Adventure sports? Give suitable examples. 20
9. Highlight the importance of local population participation in sustainable development of tourism destinations. 20
10. Suggest measures to improve the environmental standards in your own town/village/district to benefit tourism. 20

TS-6: TOURISM MARKETING (TUTOR MARKED ASSIGNMENT)

Course Code: TS-6
Total Mark: 100

Programme: DTS
Assignment Code: TS-6/TMA/2019

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **600 words**.
Send your TMA to the Coordinator of your Study Centre.

1. How is Marketing different from Selling? Discuss the characteristics features of tourism marketing. 20
2. What purposes does a Marketing Plan serve? Explain with examples the issues to be addressed while devising a Marketing Plan for a tourism destination. 20
3. What do you understand by Market segmentation? How will you segment the inbound tourist market of India? 20
4. Outline 10 possible purposes/scenarios for which market research in tourism are/can be conducted. Explain aspects to be taken care of while preparing a questionnaire. 20
5. Elaborate various ways tourism enterprises can analyse their competitors. 20
6. Why is forecasting for tourism important? Discuss different methods of forecasting. 20
7. Explain in detail the concept of socially responsible marketing and its relevance in tourism sector. Cite appropriate examples to substantiate your answer. 20
8. What do you understand by Tourism Marketing Mix? Which do you think is the most important Marketing mix element and why? 20
9. Explain with suitable examples how Tour Operation businesses market their products and services? 20
10. Write notes on the following on about 300 words each 10X2 = 20
 - a) Familiarization tours
 - b) Characteristics of Airlines marketing