

TOURISM STUDIES

DTS Assignments Booklet (2020)

**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, 2020	TS-4	October 15, 2020
TS-2	April 15, 2020	TS-5	October 15, 2020
TS-3	October 15, 2020	TS-6	October 15, 2020

For July Session

Compulsory Course	Last Date	Optional Course	Last Date
TS-1	October 15, 2020	TS-4	April 15, 2021
TS-2	October 15, 2020	TS-5	April 15, 2021
TS-3	April 15, 2021	TS-6	April 15, 2021

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

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

**Programme: DTS
Assignment Code: TS-1/TMA/2020**

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. Define the concept of tourism. Elaborate the various tourism products and services involved in tourism industry. 20
2. Explain different sources of data for the history of tourism and their relevance to the tourism industry. 20
3. Discuss the primary and secondary constituents of tourism industry. 20
4. Write a detailed note on role of transport in tourism. 20
5. What do you understand by travel agency? Explain its operations in detail. 20
6. What are various “environmental concerns” in relation to India’s biodiversity and geography? 20
7. Write short notes on the following: 5X4=20
 - a. Alternative Tourism
 - b. Street Guide
 - c. Silk Route
 - d. Grand Tour
8. Who is a Guide? What are the leadership qualities that a guide should possess? 20
9. Define infrastructure. Explain the role of Public and Private sector in the area of infrastructure. 20
10. What do you understand by threats and obstacles to tourism? Explain with the help of examples. 20

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

Course Code: TS-2

Programme: DTS

Total Marks: 100

Assignment Code: TS-2/TMA/2020

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.

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|---|---------|
| 1. How do you profile domestic tourists? Elaborate. | 20 |
| 2. Write an essay on guest host interactions. | 20 |
| 3. Write short notes on the followings: | 10x2=20 |
| a) Importance of the variety in a city tour | |
| b) Alternative modes of transport | |
| 4. Mention the skills required for a museum guide. | 20 |
| 5. Discuss the importance of business cities for tourism. Give suitable examples. | 20 |
| 6. Describe the Do's and Don'ts for a Wild life tour. | 20 |
| 7. What is the importance of arts and crafts in Tourism? Give examples. | 20 |
| 8. Describe the "Palace on Wheels" as a tourism product. | 20 |
| 9. Write detailed notes on the functioning of Air India. | 20 |
| 10. Write short notes on the followings: | 10x2=20 |
| a) PATA Travel Management | |
| b) PATA Marketing Conference | |

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

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

**Programme: DTS
Assignment Code: TS-3/TMA/2020**

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. What do you understand by Managerial Roles? What are the responsibilities of a Manager? 20
2. Who is an entrepreneur? Discuss the qualities required to be an entrepreneur. 20
3. Discuss the importance of human resource development in tourism services. 20
4. What do you understand by decision making? List the steps in decision making. 20
5. Write short notes on: 5x4= 20
 - a) Delegation of Authority
 - b) Management Information System
 - c) Planning Skills
 - d) Organisation Culture
6. Discuss the importance of Human Resource Management in Tourism. 20
7. What do you understand by financial management? What steps would you take for managing cash? 20
8. Discuss the importance of product knowledge in packaging tours. 20
9. Discuss the various forms of challenges faced by the PR department. 20
10. Explain the importance of control system in food services. 20

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

Course Code: TS-4

Programme: DTS

Total Marks: 100

Assignment Code: TS-4/TMA/2020

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. "Tourism and heritage are interrelated" Elucidate. Give suitable examples. 20
2. Focus on the major points to be kept in mind while promoting tourism in sensitive areas. 20
3. Write a detailed note on family and lineage system under later Vedic period. 20
4. Briefly describe the historic evolution of Indian dance. 20
5. Write a short note on Kalidasa's play "Vikramorvashiyam". 20
6. Discuss in detail various types and forms of sculpture in India. 20
7. Write a short notes on the following tribes: 5x4=20
 - a) Garo
 - b) Bhotia
 - c) Santhal
 - d) Andamanese
8. Explain the importance of the archaeology in tourism industry. 20
9. Examine the commoditization of handicrafts in India. 20
10. Write short notes on the followings: 10x2=20
 - a) Tourism Policy in India
 - b) Bhakti Movement

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

Course Code: TS-5

Programme: DTS

Total Marks: 100

Assignment Code: TS-5/TMA/2020

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. Define the terms environment and ecosystem and explain their respective components. 20
2. Discuss the different Biographic zones of India. 20
3. What do you understand by development? Explain the social and ecological problems that are encountered in relating development with environment. 20
4. Give an overview of the elements of Indian philosophy with regard to its sensitivity and richness on issues concerning environment. 20
5. Discuss the significances of the concepts of Preservation and Conservation in tourism development. 20
6. Discuss how tourism activities contribute to environmental degradation. Suggest possible ways to minimize negative environmental impact of tourism. 20
7. Write short notes on the following in about 150 words each. (5x4=20)
 - a) Biomes
 - b) Biodiversity
 - c) Food Chain and Food Web
 - d) Ozone Layer Depletion.
8. Analyse critically how tourism development is both an opportunity as well as a pressure on the local community. 20
9. How do hotel operations impact the environment? Discuss various initiatives taken up by the hotel industry to minimize their negative environmental impact foot prints. 20
10. Considering yourself a responsible tourist, how would you conduct yourself during your travels on a holiday trip? 20

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

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

**Programme: DTS
Assignment Code: TS-6/TMA/2020**

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

1. Explain the terms 'marketing' and 'marketing organisations'. Discuss various possible job positions and job descriptions in a full scale marketing department. 20
2. What are the major variables for segmenting tourism markets? Explain any three variables citing appropriate examples. 20
3. What do you understand by Competitive analysis? Explain various strategic options of analyzing competition in the travel trade. 20
4. Write short notes on the following in about 150 words each: 5x4=20
 - a) Purpose of Market Research
 - b) Market Surveys
 - c) Application of Forecasting in Tourism
 - d) Role of technology in tourism marketing
5. Why should the local bodies have a say in tourism development? What role can the local bodies play in tourism marketing? 20
6. Write notes on the following in about 300 words each: 10x2=20
 - a) NGOS's intervention in tourism
 - b) Role of Travel Marts in tourism promotion
7. Discuss the relevance and application of the Fifth P in Tourism Marketing. 20
8. Discuss how regions, cities and leisure sports can be marketed as tourism products. 20
9. How should India market its local food to the tourists? 20
10. What are the characteristics of Accommodation Marketing? List challenges that Star category Hotels may face in marketing and suggest steps to overcome them. 20