

TOURISM STUDIES

DTS Assignments Booklet (2021)

**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, 2021	TS-4	October 15, 2021
TS-2	April 15, 2021	TS-5	October 15, 2021
TS-3	October 15, 2021	TS-6	October 15, 2021

For July Session

Compulsory Course	Last Date	Optional Course	Last Date
TS-1	October 15, 2021	TS-4	April 15, 2022
TS-2	October 15, 2021	TS-5	April 15, 2022
TS-3	April 15, 2022	TS-6	April 15, 2022

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

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

**Programme: DTS
Assignment Code: TS-1/ TMA/ 2021**

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.

- Q1. Define tourism and explain in detail the various types and forms of Tourism. 20
- Q2. Explain the need for History of Tourism and its relevance to the tourism industry. 20
- Q3. Discuss in detail the concepts of Tourism System. 20
- Q4. Discuss in detail any five International Tourism Organizations. 20
- Q5. What is the purpose of regulations related to Tourism? Discuss in brief the different types of Inbound and Outbound Travel Regulations. 20
- Q6. Write a brief note on various modes of transport. 20
- Q7. What are various types of accommodation? Discuss each in brief. 20
- Q8. Write short notes on the following: (5x4=20)
- a) Alternative Tourism
 - b) Seasonality in Tourism
 - c) Carrying Capacity
 - d) Grand Tour
- Q.9. Discuss in detail the social, political and environmental impact of tourism. 20
- Q10. What do you understand by tourism planning? Discuss the need for tourism planning. 20

**TS 2: Tourism Development: Products, Operations and Case Studies
(TUTOR MARKED ASSIGNMENT)**

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

**Programme: DTS
Assignment Code: TS-2/TMA/2021**

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 mean by tourism products? Describe features of Indian tourism products. 20
2. Describe the tourism potential of the Prince of Wales Museum, Mumbai. 20
3. Analyse the success story of Khajuraho Dance Festival. Why do local people nurture negative feelings towards the festival? 20
4. What is the importance of cuisines and customs in travel and tourism field? Give suitable examples. 20
5. Why is it essential for tourism professionals to sensitise visitors towards the feelings of the local populace? 20
6. Describe the places a tourist can visit while residing at Kovalam. 20
7. What is Pilgrimage tourism? Critically analyse the future of pilgrim tourism in India. 20
8. Write an essay on Kalinga-Bali-Yatra. 20
9. Describe European Tourist Market for India. 20
10. Write short notes on the followings 10x2=20
 - a) SITA
 - b) The Heritage Hotels

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

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

**Programme: DTS
Assignment Code: TS-3/ TMA/ 2021**

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.

- Q1. What do you understand by Management Levels? Discuss the functions of management. 20
- Q2. Explain the skills and qualities required in an entrepreneur. Also discuss the process of establishing an enterprise. 20
- Q3. What is partnership? Differentiate between Partnership and Joint Stock Company.20
- Q4. What do you understand by planning? Discuss the steps in planning. 20
- Q5. What do you understand by Interpersonal Behaviour? Discuss in detail the model of Johari Window. 20
- Q6. Explain in detail the role of Human Resource Management in Tourism. 20
- Q7. What is a budget? Discuss in detail the types of budgets. 20
- Q8. Write short notes on the followings: (5x4=20)
- a) Management Information System
 - b) Setting up a Travel Agency
 - c) PR in Tourism Marketing
 - d) Food Service Hygiene
- Q.9. Discuss in detail the importance of product knowledge in packaging tours. 20
- Q10. Write a detailed note on Planning Conventions. 20

TS 4: Indian Culture: Perspective for Tourism
(TUTOR MARKED ASSIGNMENT)

Course Code: TS-4
Total Marks: 100

Programme: DTS
Assignment Code: TS-4/TMA/2021

Note: Attempt any five in about 600 words each. Each question carries 20 marks.
Send your TMA to the Coordinator of your Study Centre.

1. What is cultural tourism? Discuss its determinants. 20
2. What are the important contributions made by ancient India in the field of sciences? 20
3. Discuss the role and functions of Rituals, Customs and Ceremonies. 20
4. “The history of Indian Classical Dance extends from the earliest days of civilization to the present day”. Discuss the statement with suitable examples. 20
5. Elaborate the different forms of Indian Theatre. Give suitable examples. 20
6. Write an essay on “Religious monuments of India”. 20
7. Describe the features and importance of cities of North India in the 6th Century BC. 20
8. Give a brief description of clay works made in Kashmir and Gujarat. 20
9. Elaborate the chief identity markers of North – Eastern tribal’s. 20
10. Write short notes on the followings 10x2=20
 - a) Importance of tourism policy
 - b) Performing Arts

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

Course Code: TS-5

Programme: DTS

Total Marks: 100

Assignment Code: TS-5/TMA/2021

**Note: Attempt any five in about 600 words each. Each question carries 20 marks.
Send your TMA to the Coordinator of your Study Centre.**

1. Explain with examples the different components of the abiotic environment. How have they changed with time? 20
2. Describe the various types of Biomes of the world. 20
3. What are the basic characteristics of a community? Discuss how species interact within communities. 20
4. Describe, citing relevant examples, the impact of tourism development on the environment. 20
5. Write short notes on the following: 5x4=20
 - a) Ecosystem
 - c) Multiplier effect of tourism
 - d) Eco-Tourism
 - e) Chipko Movement
6. Explain the term carrying capacity. Discuss in detail the relevance of considering the physical carrying capacity while developing a tourist destination. 20
7. What are Wetlands? Explain its significance and suggest measures for its conservation. 20
8. Define the terms 'vegetation' and 'wildlife'. Discuss with the help of examples the impact of tourism on wildlife. 20
9. Discuss some of the major Acts passed by the Government of India for protecting the Environment. 20
10. Write short notes on any two of the following: 2X10 = 20
 - i) Conservation and its history in modern times
 - ii) Need for Responsible tourism
 - iii) Resource Partitioning

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

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

**Programme: DTS
Assignment Code: TS-6/TMA/2021**

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. What do you understand by 'marketing'? Explain why marketing of tourism products is different from marketing of products of other industries. 20

2. What do you understand by Competitive analysis? Explain various strategic options of analyzing competition in the travel trade 20

3. Elaborate the role of public and private sectors in the development of tourism. 20

4. Write short notes on the following in about 150 words each: (5x4=20)
 - a) Geographical segmentation
 - b) International Tourism
 - c) Purpose of marketing Research
 - d) Responsible Tourism

5. Discuss the relevance of People, Process and Physical Evidence as the 5th P of Marketing Mix in tourism. 20

6. Explain the various types of Distribution channels. What are the important factors to be considered while selecting a distribution channel? 20

7. Identify and explain the various factors which contribute towards seasonality in tourism. Suggest measures to combat the seasonality issues in tourism. 20

8. As the Marketing Manager of a newly established mid-size hotel in a metropolitan city, how would you market the hotel? 20

9. Differentiate between Supplementary and Alternative types of accommodation. Explain various considerations that should be kept in mind while establishing and marketing alternative accommodations. 20

10. Explain the various features of airlines marketing. What are the benefits of having an appropriate Marketing plan for airlines business? 20

ENROLMENT NO.:

NAME:.....

ADDRESS:

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DATE:

Course Title:

Assignment Code:

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