

TOURISM STUDIES

**BTS
First Year**

**Assignments Booklet
(2019)**

TS-1 and TS-2



**School of Tourism and Hospitality Services Management
Indira Gandhi National Open University
Maidan Garhi, New Delhi – 110 068**

BTS 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 and TS-2.

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 600 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. Arvind Kumar Dubey
Programme Coordinator, BTS

ASSIGNMENT SUBMISSION SCHEDULE

Compulsory Course	Last Date for January 2019 Session	Last Date for July 2019 Session
TS-1	April 15, 2019	October 15, 2019
TS-2	October 15, 2019	April 15, 2020

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

Course Code: TS- 1
Total Marks: 100

Programme: BTS
Assignment Code: TS-1/TMA/2018-19

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. “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: BTS
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 both 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