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

Course Code: TS-1 **Programme: BHM**
Total Marks: 100 **Assignment Code: TS-1/TMA/2022-23**

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. Discuss the economic impacts of tourism in context of a developing economy. Write a short paragraph on impact of Covid-19 on tourism economy of India. 20
2. Elaborate the relationship between infrastructure and tourism. Support your answer with suitable examples. 20
3. What do you understand by performing arts? Discuss the role of performing arts in destination development. 20
4. Discuss Buddhism as a religion along with the famous Buddhist Circuit as a successful tourism product. 20
5. Elaborate the relevance of maps and charts for a tourism entrepreneur. Discuss the importance of Salva sutra and Arthashastra in history of map making in India. 20
6. What is the importance of information for tourism industry? What are the various sources used by tourism professionals to gather relevant information? 20
7. Differentiate between a guide and an escort. 20
8. Write short notes on any two of the following: 10x2= 20
   a) Multiplier effect in tourism
   b) Five major tourist attractions related to Sikhism
   c) Threats and Obstacles to tourism
9. What are the various types of tourist accommodations? Discuss the AirBnB model of accommodation in brief. 20
10. Discuss the historical evaluation and development of tourism in India. 20

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

Course Code: TS-3 **Programme: BHM**
Total Marks: 100 **Assignment Code: TS-3/TMA/2022-23**

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. What do you understand by Entrepreneurship? What are the qualities to become a successful entrepreneur in tourism sector? 20
2. Define an organization. Briefly discuss four types of organizational structures. 20
3. What do you understand by convention tourism? Discuss in detail about convention tourism. 20
4. What do you understand by interpersonal behaviour? Explain the importance of ego states in analyzing interpersonal behaviour. 20
5. Discuss in detail about Human Resource planning. What role appraisal system plays in motivating employees? 20
6. As a tourism entrepreneur which financial aspect will you consider ensuring effective financial management of your firm? 20
7. List the steps for setting up a Tour Operator Company. Why do you think it is important to provide quality service in tourism? 20
8. Write short notes on the following: 5x4=20
   a) Sole proprietorship
   b) Skills for effective supervision in tourism
   c) Role of trade fairs in tourism
   d) Steps in decision making
9. Discuss the role of menu in a successful restaurant venture. Which factors will you take into account while deciding a menu for a restaurant? 20
10. Write in detail about transport services in tourism. How can one do forecast in transport services? 20

TS-6: TOURISM MARKETING
(TUTOR MARKED ASSIGNMENT)

Course Code: TS-6 **Programme: BHM**
Total Mark: 100 **Assignment Code: TS-6/TMA/2022-23**

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 **500 words.** Send your TMA to the Coordinator of your Study Centre.

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1. Give an account of the evolution of Marketing. Why is marketing important in tourism? 20

2. Discuss giving suitable examples the application of the market segmentation concept in tourism. 20

3. Elaborate the steps of conducting a Marketing Research . 20

4. Write short notes on the following in about 150 words each: (5x4=20)

a) Forecasting in Tourism
b) Familiarisation tours
c) Questionnaire
d) Socially Responsible Marketing

5. Write a detailed note on the Marketing Mix in tourism. 20

6. Discuss the role of NGO's in the development of tourism. 20

7. Citing suitable examples, discuss the role of events, activities and individual in the marketing of a destination. 20

8. As the Marketing Manager of a 5 star hotel, how would you design its marketing strategy? 20

9. Elaborate the objectives of airline scheduling. Also explain the schedule planning process. 20

10. Why is market analysis necessary in Tour Operation Business? Discuss the various factors one should consider while designing a tour operators' product? 20