

TOURISM STUDIES

DTS Assignments Booklet (2025)

**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,

Prof. (Dr.) Paramita Suklabaidya
Programme Coordinator, DTS

Last Date of Submission of Assignments *

ASSIGNMENT SUBMISSION SCHEDULE

Compulsory Course	For June Term End Examination 2025	For December Term End Examination 2025
TS-1	30 th April 2025	30 th October 2025
TS-2	30 th April 2025	30 th October 2025
TS-3	30 th April 2025	30 th October 2025
Optional Course		
TS-4	30 th April 2025	30 th October 2025
TS-5	30 th April 2025	30 th October 2025
TS-6	30 th April 2025	30 th October 2025

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

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

**Programme: DTS
Assignment Code: TS-6/TMA/2025**

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 is the significance of market segmentation in tourism? Explain the various market segmentation variables. 20
2. What is Competitive Analysis? Discuss various strategic options an enterprise can adopt to counter its competitors. 20
3. Compare and contrast the roles of National Tourist Organisation and the Local Bodies in the marketing of India as a tourism destination. 20
4. Discuss the role and application of technology in tourism. 20
5. Define Peak and Lean Tourist Seasons. Describe with suitable examples how seasonality affects tourism. 20
6. Explain important costs that a potential tourist may incur. Discuss the pricing objectives followed by tourism enterprises. 20
7. Differentiate between Advertising and Public Relations. Explain the sales and promotion methods adopted by Travel Agencies. 20
8. Write notes on the following in about 300 words each: (2x10=20)
 - a) NGO's intervention in tourism
 - b) Familiarization tours
9. What are the Direct Operating Costs and Indirect Operation Costs of an Airline? Describe the specific features of airline marketing. 20
10. Write short notes on the following in about 150 words. (4x5=20)
 - a) Purposes of Market Research
 - b) Factors which affect the preparation of forecasting
 - c) Differentiate between Social Marketing and Socially Responsible Marketing
 - d) Levels of Distribution Channels