

B.A (TOURISM STUDIES)

BTS/BATS

**Assignments Booklet
(2025)**

TS-1 to TS-7 and BTMS-185

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



BTS/BATS 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 common prospectus uploaded on University website. The present booklet contains Assignments for TS-1 to TS-7 and BTMS-185 as these courses belongs to SOTHSM. Rest of the assignments can be downloaded from the link available on assignment section. Please attempt assignments as per your year of enrollment and related programme structure.

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. Please remember the below mentioned points.

1. *SLM/study material is uploaded on university website. You can visit egyankosh section.*
2. *Project Guide is uploaded (egyankosh). Learners may not receive hard copy of project guide from MPDD.*
3. *Learners will not receive hard copy of assignments as the same is uploaded.*
4. *Keep checking the IGNOU website for any change in the date of submission of assignments.*
5. *Previous year question papers are also uploaded in downloads section.*
6. *Programme structure is available in uploaded common prospectus.*
7. *From January 2025 academic session, new 4-year BFTTM programme has been launched.*
8. *Learners are requested to complete BTS/BATS programme within available maximum time period as the same is replaced by 4-year BFTTM Programme (New Programme) from January 2025 academic session.*

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 re-arrange them in a logical order.
- 2) **Organization:** 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 emphasize.

Wishing you all the best,

Dr. Arvind Kumar Dubey
Programme Coordinator, BTS/BATS, BFTTM

Last Date of Submission of Assignments *

BTS PROGRAMME STRUCTURE (Valid Till January 2021 Session)

ASSIGNMENT SUBMISSION SCHEDULE

Compulsory Course	For June Term End Examination 2025	For December Term End Examination 2025
First Year		
TS-1	April 30, 2025	October 30, 2025
TS-2	April 30, 2025	October 30, 2025
Second Year		
TS-4	April 30, 2025	October 30, 2025
TS-5	April 30, 2025	October 30, 2025
Third Year		
TS-3	April 30, 2025	October 30, 2025
TS-6	April 30, 2025	October 30, 2025
TS-7	April 30, 2025	October 30, 2025

* Keep checking the IGNOU website for any change in the date of submission

Programme/Course Details: BTS-ODL **(Offered from July 2021 Session)**

ASSIGNMENT SUBMISSION SCHEDULE

Compulsory Course	For June Term End Examination 2025	For December Term End Examination 2025
First Year		
TS-1	April 30, 2025	October 30, 2025
TS-2	April 30, 2025	October 30, 2025
BTMS-185	April 30, 2025	October 30, 2025
Second Year		
TS-4	April 30, 2025	October 30, 2025
TS-5	April 30, 2025	October 30, 2025
Third Year		
TS-3	April 30, 2025	October 30, 2025
TS-6	April 30, 2025	October 30, 2025
TS-7	April 30, 2025	October 30, 2025

* Keep checking the IGNOU website for any change in the date of submission

Last Date of Submission of Assignments *

Programme Structure as per NEP : BATS (Total Credits 120)
(OFFERED FROM JULY 2023 SESSION)

ASSIGNMENT SUBMISSION SCHEDULE

Semester & Course (1st Year)	
Semester I	Semester II
TS 1	TS 2
BTME 141	BEVAE 181
BEGLA 135 OR BHDLA 135 OR BUDLA 135 OR BSKLA 135	BCOS 183
	BCOS 184
2nd Year	
Semester III	Semester IV
TS 3	BTMC 135
TS 4	BTMS 185
BEGAE 182 OR BHDAE 182	BEGLA 136 OR BHDLA 136
3rd Year	
Semester V	Semester VI
TS 5	TS 7
TS 6	BTMC 134
	BTME 144

Last Date of Submission of Assignments *

For June Term End Examination 2025	For December Term End Examination 2025
30 th April 2025	30 th October 2025

* Keep checking the IGNOU website for any change in the date of submission

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

Course Code: TS-6

Programme: BTS/BATS

Total Marks: 100

Assignment Code: TS-6/ TMA/ 2025

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 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