

**PROGRAMME GUIDE**

**For**

**DIPLOMA IN TOURISM STUDIES**  
**(DTS)**



**School of Tourism and Hospitality Services Management**  
**Indira Gandhi National Open University**  
**New Delhi**

**Printed material is our backbone. Our study material is prepared by teams of experts keeping in view the interest of the learner group. Each course has a Course Expert Committee with distinguished academics and professionals involved in the course preparation. The course material is written in such a manner that the students can study it by themselves with a little assistance from our Counsellors at the Study Centres. Further, textbooks and reference books are available in the libraries attached to the Study Centre and Regional Centres. Therefore, students will have no need for any cheap or condensed guides for following courses of IGNOU. In fact, these may harm them. Hence, the University strongly advises the students not to take recourse to such type of guides.**

### ***Important Information***

***“The University sends study materials to the students by registered post and if a student does not receive the same for any reason whatsoever, the University shall not be held responsible for that.”***

***“Student can download a copy of the assignments from the IGNOU website: [www.ignou.ac.in](http://www.ignou.ac.in).”***

***“The students are specifically instructed to send Examination Forms and Registration / Re-registration Forms only at the respective Regional Centres and nowhere else. If any student sends the Registration/ Re-registration Forms, Examination Forms etc at the wrong place, other than the one specified and thereby misses the scheduled date and consequently a semester/year, he/she will have no claim on the University regularization. Students can also submit the forms online.”***

January 2019

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Further information on the Indira Gandhi National Open University courses may be obtained from the University's office at Maidan Garhi, New Delhi-110 068.

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## SOME USEFUL DATES TO REMEMBER

### 1. Date for Submission of Examination Forms

FOR JUNE TEE	LATE FEE	FOR DEC TEE	LATE FEE
1 <sup>st</sup> March to 30 <sup>th</sup> April	Nil	1 <sup>st</sup> September to 31 <sup>st</sup> October	Nil
1 <sup>st</sup> May to 10 <sup>th</sup> May	₹ 1000/-	1 <sup>st</sup> November to 10 <sup>th</sup> November	₹ 1000/-

### 2. Examination fee and Mode of Payment

EXAMINATION FEE	PAYMENT MODE
@ 120 per course theory	Credit Card/Debit Card/Net Banking
@ 120 per course practical	

- Examination fee once paid is not refundable, nor adjustable.
- For every exam (June/December) a student has to apply afresh

### 3. Last date for Submission of Tutor Marked Assignments (TMA)

FOR JUNE EXAM	FOR DECEMBER EXAM
25 <sup>th</sup> March	25 <sup>th</sup> September

### 4. Date for submission for Re-Registration form in 2<sup>nd</sup> Year

	For July Session	For January Session	Late fee
1	01 <sup>st</sup> February to 31 <sup>st</sup> March	01 <sup>st</sup> August to 01 <sup>st</sup> October	NIL
2	01 <sup>st</sup> April to 30 <sup>th</sup> April	03 <sup>rd</sup> October to 31 <sup>st</sup> October	₹ 200/-
3	01 <sup>st</sup> May to 31 <sup>st</sup> May	01 <sup>st</sup> November to 30 <sup>th</sup> November	₹ 500/-
4	01 <sup>st</sup> June to 20 <sup>th</sup> June	01 <sup>st</sup> December to 20 <sup>th</sup> December	₹ 1000/-

### 5. Last date for Submission of Dissertation/Project Report (in 2<sup>nd</sup> Semester)

FOR JUNE EXAM	FOR DECEMBER EXAM
31 <sup>st</sup> May	30 <sup>th</sup> November

**Please keep this Programme Guide safely till you complete the Programme. You will need to consult it while working on the Programme. You are a distance learner. Let the self study of this Programmes Guide mark the beginning of your journey of distance learning.**

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## 1. THE UNIVERSITY

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Indira Gandhi National Open University was established in September, 1985 by an Act of Parliament, with a view to democratise education so that it covers large segments of population, vocations and professions. The primary emphasis is on innovation, flexibility and cost effectiveness. Thus, it is a University with a difference.

**The major objectives of the university are:**

- democratising higher education by taking it to the doorsteps of the learners
- providing access to high quality education to all those who seek it irrespective of age, region, religion and gender
- offering need-based academic programmes by giving professional and vocational orientation to the courses
- promoting and developing distance education in India
- setting and maintaining standards in distance education in the country as an apex body

**IGNOU has certain unique features such as:**

- international jurisdiction
- flexible admission rules
- individualized study: flexibility in terms of place, pace and duration of study
- use of latest information and communication technologies nationwide student support services network
- cost-effective programmes
- modular approach to programmes
- resource sharing, collaboration and networking with conventional Universities, Open Universities and other Institutions/Organisations
- socially and academically relevant programmes based on students need analysis
- convergence of open and conventional education systems

Student support services are provided by the university through a network of Regional centres and study centres spread all over the country. Study centres are the actual focal points to enable you to receive regular information and learning support. Each study centre provides you with library, audio and video facilities to further help you in the learning process. Senior and experienced academics and experts in Tourism are engaged in face-to-face counselling at study centres. The study centres are generally located in existing educational institutions and normally function on holidays and Sundays and also in the evenings on working days. Each study centre is supervised by a Coordinator. Regional centres have been set up in different parts of the country to coordinate the functioning of study centres.

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## 2. INTRODUCTION TO TOURISM PROGRAMMES

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In recent years, tourism has developed as an industry employing a large number of people. Numerous operational areas in tourism also offer immense opportunities for entrepreneurs to establish their own business – big or small. Now-a-days there is an increasing popularity of Tourism Studies as an academic discipline with many Universities and Institutions increasingly offering tourism programmes/courses. Yet, a large number of people, scattered all over the country may still not have adequate access and opportunities for studying this discipline. IGNOU was one

of the pioneer universities, which had recognised the need to start tourism programmes in the country and the first Open University in the world to have started imparting tourism programmes. Since 1994, various tourism programmes have been developed in IGNOU keeping in mind people who, in future intend to make their career in some branch of tourism and those already working in tourism related areas at various levels.

At present, we offer the following programmes in the area of Tourism Studies:

- 1) Certificate in Tourism Studies (CTS): A six-month programme consists of a total of 16 credits. The programme is available in both English and Hindi.
- 2) Diploma in Tourism Studies (DTS): The duration of the programme is one year and it consists of 36 credits. The programme is available both in English and Hindi.
- 3) Bachelor in Tourism Studies (BTS): The duration of the programme is 3 years and it has 96 credits. The programme is available both in English and Hindi.
- 4) Masters of Tourism & Travel Management (MTTM): The programme is of two years duration with 68 credits. The details are provided below.
- 5) PhD in Tourism and Hospitality Services Management

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### **3. DIPLOMA IN TOURISM STUDIES (DTS)**

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IGNOU's Diploma in Tourism Studies Programme has been developed keeping in view the learner's who are keen to join the tourism sector and intend to make a career in the tourism industry. The thrust at the Diploma Level is to give basic knowledge and skill to the learner so as to enable him / her to meet the basic requirements for joining the tourism industry.

#### **3.1 Who may take the Programme?**

Diploma in Tourism Studies will be of use to those, who:

- intend to make a career in the tourism industry (travel agency, hotel, tour operator, etc.),
- are associated with tourism awareness programmes and research,
- would like to learn skills and knowledge to work in the field of tourism, and
- are already employed (directly or indirectly in any branch of tourism industry and state and central government tourist organisations), and would like to be aware of the tourism industry

#### **3.2 Admission Eligibility**

Student who have successfully completed their 10 + 2 or equivalent

#### **3.3 Medium of Instruction**

The Diploma in Tourism Studies Programme is offered by the University in both Hindi and English medium.

#### **3.4 Programme Structure**

Diploma in Tourism Studies (DTS) Programme consists of 36 credits:

<b>Course Code</b>	<b>Title of The Course</b>	<b>Credits</b>
<b>CORE COURSES – COMPULSORY COURSES</b>		
TS-01	Foundation Course in Tourism	08 credits

TS-02	Tourism Development: Products, Operations and Case Studies	08 credits
TS-03	Management in Tourism	08 credits
<b>Elective and Project - Any ONE of the following groups of Electives</b>		
TS-04	Indian Culture: Perspective for Tourism	08 credits
PTS-04	Project on Indian Culture: Perspective for Tourism	04 credits
<b>OR</b>		
TS-05	Ecology, Environment and Tourism	08 credits
PTS-05	Project on Ecology, Environment and Tourism	04 credits
<b>OR</b>		
TS-06	Tourism Marketing	08 credits
PTS-06	Project on Tourism Marketing	04 credits
<b>TOTAL CREDITS</b>		<b>36 credits</b>

### 3.5 Fee Structure

The **Programme Fee\*** for Diploma in Tourism Studies (DTS) is Rs. 4200.00/- for the full programme.

\*The programme fee is subject to change, so please verify it before submitting.

The fees should be paid in lump sum along with the filled in application form at the time of admission through a demand draft drawn in favour of IGNOU and payable at the city where your Regional Centre is located (to identify your Regional Centre, please see the list printed in this Programme Guide). Please write your name (in Capitals), address, programme code and year of admission at the back of your demand draft to ensure proper credit to your fee account.

In case any student will fully appears in an examination without proper registration for a course, disciplinary action shall be taken against him/her as per rules of the University.

Fee once paid is not refundable

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## 4. SCHEME OF STUDY

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The University offers a lot of flexibility and openness in the courses and duration for the completion of programmes. You should take full advantage of this flexibility. Through proper planning you can finish this programme according to your convenience and within the stipulated time frame.

The University follows the credit system for its programmes. Diploma in Tourism Studies (DTS) is a 36 credit programme.

The three courses, viz, TS-1, TS-2 and TS-3 are compulsory. You must have indicated the choice of optional course, **only one** from among TS-4 (PTS-4), TS-5 (PTS-5), TS-6 (PTS-6) in your application form. However, if you want to change the optional courses you must write to us within one month of the receipt of study material (For details refer to Section Some Useful Information). You must submit project report of the PTS at least a month before the Term End Examination.

The project reports submitted till 31<sup>st</sup> May will be taken on record for June TEE result and the projects submitted there after till 30<sup>th</sup> Nov will be taken on record for Dec TEE.

You can complete this programme in a minimum of 1 Year and a maximum of 4 Years. Completion of a course means studying the course, clearing all the assignments and the Term End Examinations.

The study material for this programme will be sent in two dispatches.

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## 5. INSTRUCTIONAL SYSTEM

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The methodology of instruction in this University is different from that in the conventional universities. The Open University System is more learner-oriented, and the student is an active participant in the teaching-learning process. Most of the instruction is imparted through distance rather than face-to-face communication. The University follows a multimedia approach for instruction. It comprises:

- self-instructional print material
- audio and video programmes available in cassettes
- Teleconferencing
- face-to-face interaction with academic counsellors at Study Centres
- assignments for assessment and feed back
- Video Programmes on Educational Channel Gyan Darshan
- Radio counselling through Yuva Vani and FM-2

### 5.1 Print Material and its Usage

Print material is the primary form of instructional material, although there will be a few audio-video-programmes and counselling sessions. Therefore, you have to concentrate mainly on the printed materials that we send to you. The printed material would be sufficient to prepare for the term end examinations.

The print material prepared by the University is self instructional in nature. Each course has been divided into a number of Blocks. Each Block consists of a number of Units (lessons). Normally, all the Units covered in one Block have a thematic unity. The first page of each Block indicates the contents of each Block' i.e., the number and titles of the Units covered in that Block. This is followed by a brief introduction to the Block. This Block Introduction explains the total coverage of the Block as a whole as well as the coverage of each Unit in that Block.

Each Unit is structured to facilitate self study by you. The section on **Objectives** briefly states what we expect you to attain when you have completed the Unit. In **Introduction**, there is an attempt to forge a link with the topics of the previous Units and the topic to be covered in the present Unit. This is followed by the main body of the Unit, which is divided into various sections and subsections. In the main body there are a few self-check exercises under the caption **Check Your Progress**. Enough space is given for you to write your answers to the questions set in the self-check exercises. Hints to these exercises are given in the section **Answers to Check Your Progress Exercises** at the end of the Unit. **The Check Your Progress Exercises are for your practice only, and you should not submit answers to these questions to the University for assessment.**

The section **Let Us Sum Up** summarises what has been said in the whole Unit. This summary enables you to recall the main points covered in the Unit. To facilitate comprehension, important words/terms covered in the Unit are explained in the section **Key Words**. Some books for additional reading are suggested in the section **Some Useful Books**. For your reference purpose some of these books may be available in the Study Centre.

Read the Units carefully and note down the important points. You can use the space in the margin of the printed pages for making notes and writing your comments. While reading the Units mark the words that you do not fully understand. Look for the meaning of such words under the section Key Words or in a dictionary. Read the Unit again and again until you have understood the point.

However, if you still do not understand something, consult your counselor during the face-to-face sessions at the Study Centre for clarification.

Try to answer '**Check Your Progress**' questions. These exercises will help you to reinforce the information/knowledge you gain through your first reading of the text. Proper comprehension of the units and the points/notes made by you while reading through the Units would help you in answering the Check Your Progress Exercises given in the Units. Once you have written the answer in the blank space provided for each question, you can compare your answers with the answers given in the section 'Answers to Check Your Progress Exercises'. At the end of every block we have also given you some activities. In order to gain practical experience you must do them.

## **5.2 eGyanKosh**

One of the world's largest repositories of educational resources – The IGNOU eGyanKosh (<http://www.egyankosh.ac.in>) is available for the learners and teachers, and public at large for free. The eGyanKosh houses the–in higher education self-learning material of around 2565 courses and over 2389 video programmes of IGNOU. The resources available on the eGyanKosh can be accessed through Login ID and Password which need to be created by the user at the initial login. The IGNOU learners are encouraged to make use of these resources for their learning.

## **5.3 Audio-Video Material**

The learning package contains audio and video CDs which have been produced by the University for better clarification and enhancement of understanding of the course material given to the learners. A video programme is normally of 25-30 minutes duration. The video cassettes are screened at the study centres during specific sessions which are duly notified for the benefit of the learners.

The video programmes are telecast on National Network of Doordarshan. All Gyan Vani stations are broadcasting curriculum based audio programmes. In addition, some selected stations of All India Radio are also broadcasting the audio programmes. Learners can confirm the dates for the programmes from their study centers. The information is also provided through the university website.

## **5.4 Interactive Radio Counselling**

The University has started interactive counselling through AIR network all over India. You can participate in it by tuning in to your area Radio station. Experts from various discipline areas are available for this counselling. Students can put across their questions to these experts by using the telephone. The telephone numbers are announced by respective Radio Stations. This counselling is available on every Sunday between 4 and 5 in the evening.

## **5.5 Gyan Darshan**

IGNOU in collaboration with Doordarshan now has an exclusive Educational TV Channel of India called Gyan Darshan. It is available through cable TV network. The channel telecasts educational programmes round the clock every day. Apart from programmes of IGNOU it will have educational programmes produced by various national education institutions. You should try to get access to it through your cable operator. The schedule of programmes with time and date is sent to all study centres one month in advance. Please obtain it from there. The schedule is printed in the Newsletter of the University six months in advance. All students will receive it twice a year.

## **5.6 Teleconferencing**

To reach out to our students spread in different parts of the country we take the help of teleconferencing. These sessions are conducted from Delhi. The students can attend these at the

regional centres and specified study centres of IGNOU. It is a one way video and two way audio facility. You will be sent a schedule with topics in advance through your study centres. The faculty at Delhi and other experts as resource persons participate in these sessions. You can put your problems and questions to these experts through the telephone available at receiving centres. These will help in resolving your queries related to courses and other general information pertaining to programmes of study.

## 5.7 Academic Counselling

In distance education, face-to-face contact between the learners and their tutors/counsellors is an important activity. The purpose of such a contact is to answer some of your questions and clarify your doubts which may not be possible through any other means of communication. It is also intended to provide you an opportunity to meet fellow students. Peer group interaction is extremely useful in distance learning. There are experienced academic counsellors at the Study Centres to provide counselling and guidance to you in the courses that you have chosen for study. The counselling sessions for each of the courses will be held at suitable intervals throughout the academic session. **The counselling sessions are not compulsory.** However, they may be very useful in certain respects such as: to share your views on the subject with teachers and fellow students, comprehend some of the complex ideas or difficult issues, and get clarifications for your queries and discuss the **Activities** given in each Block.

Before you go to attend the counselling sessions, please go through your course material and note down the points to be discussed. Face-to-face counselling will be provided to you at the study centre assigned to you. You should note that the counselling sessions will be very different from the usual classroom teaching or lectures. Counsellors are not supposed to deliver lectures or speeches. They will try to help you to overcome difficulties (academic as well as personal) which you face while studying for this programme. In these sessions you must look into the subject-based difficulties and any other issues arising out of such difficulties. Besides, some of the audio and video CDs that are available at that time will be played in the counselling sessions. Try to get the maximum possible help from your counsellors.

Generally there will be 10 counselling sessions for an 8-credit course and 5 sessions for a 4-credit course. **The detailed schedule of the counselling sessions will be made known to you by the Coordinator of your Study Centre.**

## 5.8 Study Centre

To provide effective student support, we have set up a number of Study Centres all over the country. You will be allotted one of these Study Centres taking into consideration your place of residence or work. However, each Study Centre can handle only a limited number of students and despite our best efforts, it may not always be possible to allot the Study Centre of your choice. The particulars regarding the Study Centre to which you are assigned will be communicated to you. The list of Study Centres is provided in this Programme Guide.

Every Study Centre will have:

- A Coordinator who will coordinate different activities at the centre.
- An Assistant Coordinator and other supporting staff appointed on a part-time basis.
- Counsellors in different courses to provide counselling and guidance to you in the courses you have chosen.

A Study Centre will have six major functions:

- 1) **Counselling:** Face-to-face counselling for the courses will be provided at the Study Centres. Generally, as stated earlier, there will be 10 counselling sessions for an 8-credit course. The detailed programme of the counselling sessions will be sent to you by the Coordinator of your Study Centre.
- 2) **Evaluation of Assignments:** Tutor Market Assignments (TMA) will be evaluated by the Counsellors at the Study Centre.
- 3) **Library:** For each course some of the books suggested under ‘Some Useful Books’ are supposed to be available in the Study Centre Library. All audio and video CDs are also supposed to be available in the library.
- 4) **Audio-Video Facilities:** The Centres are equipped with audio-video facilities to help you make use of the audio and video CDs prepared for different courses.
- 5) **Information and Advice:** At the Study Centres you get relevant information regarding the courses offered by the University, counselling schedules, examination schedule, etc. You will also get guidance in choosing your courses.
- 6) **Interaction with Fellow-Students:** At the study centres you get an opportunity to interact with fellow students.

**Please bring all your Units and list of issues to be discussed with your counsellor when you come for the counselling sessions.**

## **5.9 Assignments**

Detailed information about assignments would be provided in the next section on Evaluation.

## **5.9 Credit System**

The University follows the ‘Credit System’ for its academic programmes. Each credit in our system amounts to 30 hours of study comprising all learning activities. Thus a four-credit course involves 120 hours and an eight-credit course 240 hours. This helps the student to understand the academic effort one has to put in to successfully complete a course. Completion of an academic programme (Degree, Diploma or Certificate) requires successful clearing of both the assignments and the term-end examination of each course in a programme.

## **5.10 Change of Medium**

The Certificate in Tourism Studies Programme is offered by the University in both Hindi and English medium.

Change of Medium is permitted within 30 days from the receipt of first set of course material in the First Year only, on payment of Rs. 300/- plus Rs. 300/- per 2/4 credit course and Rs. 600/- per 6/8 credit course for undergraduate courses and Rs. 600/- per 2/4 credit course and Rs. 1000/- per 6/8 credit course for Master degree programme by a Demand Draft drawn in favour of IGNOU payable at New Delhi. The student is required to return-back the study material already received to Regional Director, concerned Regional Centre.

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## **6. EVALUATION**

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The evaluation constitutes of two parts: 1) continuous evaluation through assignments, and 2) term-end examination. For the final result all the assignments of a course carry 30% weightage

while 70% weightage is given for term-end examination. The following is the scheme for awarding divisions and grades:

Division	Percentage Range	Grade	Point Grade
<b>I</b>	80% and above	A – Excellent	5
	60% to 79.9%	B – Very Good	4
<b>II</b>	50% to 59.9%	C – Good	3
<b>Pass</b>	40% to 49.9%	D – Satisfactory	2
<b>Unsuccessful</b>	Less than 40%	E – Unsatisfactory	1

You are required to score at least 40% marks in both continuous evaluations (assignments) as well as the term-end examination separately in all the DTS courses. In the overall computation also **you must get at least 40 marks in each course** to claim the Diploma in Tourism Studies.

### 6.1 Assignments

Assignments constitute the continuous evaluation. The submission of assignments is compulsory. The marks that you get in your assignments will be counted in your final result. Assignments of a course carry 30% weightage. Therefore, you are advised to take your assignments seriously. A simple omission on your part may cause an irreparable loss to you.

**You will not be allowed to appear for the term-end examination for any course if you do not submit the specified number of assignments in time for the course.**

The main purpose of assignment is to test your comprehension of the learning materials you receive from us and also to help you get through the courses. The evaluators/counsellors after correcting the assignments send them back to you with their comments and marks. The comments guide you in your study and help in improving it. The content provided in the printed course materials should be sufficient for answering the assignments. Please do not worry about the non-availability of extra reading materials for working on the assignments. However, if you have easy access to other books, internet, you may make use of them. The assignments are designed in such a way as to help you concentrate mainly on the printed course materials and exploit your personal experience.

Tutor Marked Assignments should be submitted to the Coordinator of the Study Centre assigned to you. After evaluation these tutor marked assignments will be sent back to you with comments and marks.

- ✓ Always make two copies of your assignments and keep one with you. Also take a receipt from the study centre on submission of the assignments.
- ✓ The University/Coordinator at the Study Centre has the right to entertain or reject the assignments submitted after the due date. Hence, to avoid inconvenience submit the assignments well in time. Remember to collect the evaluated assignments and assessment sheet as the same will help improve your performance in the future. Keep a proper record of all the assignments submitted and evaluated. You may require them in case any problem arises.

If you do not get pass grade in any assignment, you have to submit it again. However, once you get the pass grade in an assignment, you cannot re-submit it for improvement of grade. Assignments are not subject to re-evaluation except for factual errors, if any, committed by the evaluator. The discrepancy noticed by you in the evaluated assignments should be brought to the notice of the Coordinator of the Study Centre, so that the correct score is forwarded by him/ her to the Student Evaluation Division at Headquarters.

Do not enclose or express doubts for clarification if any about study material or assignment along with the assignment. Send your doubts in a separate cover to the Programme Coordinator – DTS, School of Tourism & Hospitality Services Management, IGNOU, Maidan Garhi, New Delhi - 110068. Give your complete enrolment number, name, address, title of the course, and the number of the Unit or the assignment, etc. on top of your letter.

**SPECIFIC INSTRUCTIONS FOR TUTOR MARKED ASSIGNMENTS (TMA)**

- 1) Write your Enrolment Number, Name, Full Address, Signature and Date on the top right hand corner of the first page of your response sheet.
- 2) Write the Programme Title, Course Code, Course Title, Assignment Code and Name of your Study Centre on the left hand corner of the first page of your response sheet.

**Course Code and Assignment Code may be reproduced from the assignment.**

The top of the first page of your response sheet should look like this:

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	<b>ENROLMENT NO.:</b>
<b>PROGRAMME TITLE:</b> .....	<b>NAME:</b> .....
<b>COURSE CODE:</b> .....	<b>ADDRESS:</b> .....
<b>COURSE TITLE:</b> .....	.....
<b>ASSIGNMENT CODE:</b> .....	<b>SIGNATURE:</b> .....
<b>STUDY CENTRE:</b> .....	<b>DATE:</b> .....

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All Tutor Marked Assignments are to be submitted at the study centre assigned to you.

- 3) Read the assignments carefully and follow the specific instructions, if any given on the assignment itself about the subject matter or its presentation.
- 4) Go through the Units on which assignments are based. Make some points regarding the question and then rearrange those points in a logical order and draw up a rough outline of your answer. While answering an essay type question give adequate attention to introduction and conclusion. The introduction must offer your brief interpretation of the question and how you propose to develop it. The conclusion must summarise your response to the question. Make sure that the answer is logical and coherent, and has clear connections between sentences and paragraphs. The answer should be relevant to the question given in the assignment. Make sure that you have attempted all the main points of the question. Once you are satisfied with your answer, write down the final version neatly and underline the points you wish to emphasise.
- 5) Use only foolscap size paper for your response and tie all the pages carefully. Avoid using very thin paper. Allow a 4 cm margin on the left and at least 4 lines in between each answer. This may facilitate the evaluator to write useful comments in the margin at appropriate places.
- 6) Write the responses in your own hand. Do not print or type the answers. Do not copy your answers from the Units/Blocks sent to you by the University. If you copy, you will get zero marks for the respective question.
- 7) Do not copy from the response sheets of other students. If copying is noticed, the assignments of such students will be rejected.
- 8) Write each assignment separately. All the assignments should not be written in continuity.
- 9) Write the question number with each answer.

- 10) The completed assignment should be sent to the Coordinator of the Study Centre allotted to you. Under any circumstances do not send the tutor marked response sheets to the Student Evaluation Division at Headquarters for evaluation.
- 11) After submitting the assignment at the Study Centre gets the acknowledgement from the Coordinator on the prescribed assignment remittance-cum-acknowledgement card.
- 12) In case you have requested for a change of Study Centre, you should submit your Tutor Marked Assignments only to the original Study Centre until the change of Study Centre is notified by the University.
- 13) If you find that there is any factual error in evaluation of your assignments, e.g. any portion of assignment response has not been evaluated or total of score recorded on assignment response is incorrect you should approach the Coordinator of your study centre for correction and transmission of correct score to headquarters.

## **6.2 Term End Examination and Payment of Examination Fee**

Term End Examination is the major component of the evaluation system and it carries 70% weightage in the final result. The University conducts Term-end Examination twice a year in the months of June & December. Students will be permitted to appear in term-end examination subject to the conditions that registration for the courses, in which they wish to appear is valid, minimum time to pursue these course is elapsed and they have also submitted the required number of assignment (s), if any, in those courses by the due date.

**Every student must bring identity card for appearing in term end examination along with the admit card. Students without Identity Cards shall not be permitted to enter the examination hall under any circumstances.**

### **Eligibility for Examination**

To be eligible to appear at the Term-end Examination in any course, you are required to fulfil the following conditions.

- 1) You should have opted and pursued the prescribed courses.
- 2) Your registration is valid at the time of your appearance at the examination.
- 3) You should have paid the course fee.
- 4) You should have completed the submission of assignments for the respective course.
- 5) You should have submitted the examination form within the stipulated time.

### **Examination Date Sheet**

Tantative date sheets (Schedule which indicates the date and time of examination for each course) are sent to all Regional Centres/Study Centres approximately five months in advance. The same is also notified through IGNOU News Letter from time to time & uploaded on university website ([www.ignou.ac.in](http://www.ignou.ac.in)). Thus, normally, the tantative date sheet for June examinations is released in the month of January and for December examination in the month of July.

### **Examination Fee**

Examination fee @ Rs. 120/- per course is required to be paid through demand draft in favour of IGNOU and payable at the city of the Regional Centre where submitting the examination form. Students can also submit on-line examination form through online payment gateway (guidelines available at IGNOU website [www.ignou.ac.in](http://www.ignou.ac.in))

### **Submission of Examination Form**

It is an essential pre-requisite for you to submit the Examination Form for taking examination in any course. Copies of the examination forms are available at Study Centres/Regional Centres/Student Evaluation Division at Headquarters. A specimen copy is also enclosed here in this Programme Guide. You can take photocopy of this form and use it. Only one form is to be

submitted for all the courses in one term-end examination. You can also submit online examination form as per guidelines through IGNOU website at [www.ignou.ac.in](http://www.ignou.ac.in)

### **Dates for submission**

<b>FOR JUNE TEE</b>	<b>LATE FEE</b>	<b>FOR DECEMBER TEE</b>	<b>LATE FEE</b>
1 <sup>st</sup> March to 30 <sup>th</sup> April	NIL	1 <sup>st</sup> September to 31 <sup>st</sup> October	NIL
1 <sup>st</sup> May to 10 <sup>th</sup> May	Rs.1000/- (The exam centre will be the city where RC is located)	1 <sup>st</sup> November to 10 <sup>th</sup> November	Rs. 1000/- (The exam centre will be the city where RC is located)

### **Where to submit**

Examination form should be submitted to the concerned Regional Centre under which your examination centre falls through a demand draft or directly through the link given on the website of the university..

Please write your correct enrolment number, programme code and name at the back of Demand Draft (drawn in favour of IGNOU) and payable at the city of the Regional Centre where you are submitting your examination form.

The examination form received after due dates or without late fee, wherever applicable, shall be rejected.

Examination fee once paid is not refundable, nor adjustable. For every exam (June/December) a student has to apply afresh.

### **Hall Ticket for Term End Examination**

No hall ticket shall be dispatched to the examinees/students. Hall Tickets of all examinees are uploaded on the University Website ([www.ignou.ac.in](http://www.ignou.ac.in)) 7-10 days before the commencement of the T.E. Examinations. Students are advised to take the print out of the Hall Ticket from University website ([www.ignou.ac.in](http://www.ignou.ac.in)) after entering the enrolment number and name of programme of study and report at the examination centre along with the Identity Card issued by the Regional Centre/University without valid IGNOU Student ID Card issued by the RC/ University. Examinees will not be permitted to appear in the examination. In case, any student has misplaced the Identify Card issued by the University, it is mandatory to apply for a duplicate Identity Card to the Regional Centre concerned well before the commencement of the examination so as to get a duplicate ID Card well on time/well before examination commences.

### **Examination Centre**

Your Study Centre is normally your examination centre. In case you wish to take examination at a particular centre, the code of your chosen centre can be filled up as Examination Centre Code. However, if examination centre chosen by you is not activated, you will be allotted another examination centre under the same Region. Change of examination centre is permissible only in exceptional cases for which you have to make request to the concerned Regional Centre or to Registrar, Student Evaluation Division (For Delhi/NCR Region).

Your enrolment number is your Roll Number for examinations. Be careful in writing it. Any mistake in writing the Roll Number will result in non-declaration of your result.

It is your duty to check whether you are registered for that course and whether you are eligible to appear for that examination or not. If you neglect this and take the examination without being eligible for it, your result will be cancelled.

Study Centre is the contact point for you. The University cannot send communication to all the students individually. All the important communications are sent to the Coordinators of the Study Centres and Regional Directors. The Coordinators would display a copy of such important circular/notification on the notice board of the Study Centre for the benefit of all the Students. You are, therefore, advised to get in touch with your Coordinator for day-to-day information about assignments, submission of examination forms, date-sheet, list of students admitted to a particular examination, declaration of result, etc.

While communicating with the University regarding examination, please clearly write your enrolment number and complete address. In the absence of such details, we will not be able to attend to your problems.

### **6.3 Early Declaration of Result:**

The student can apply for early declaration of Term-End-Examination result with a fee of Rs. 700/- per course. **The application for early declaration of result shall be entertained only if the student has been selected for any post or applied for further studies.** The student must compulsorily submit documentary evidence (proof) in support of the reason for early declaration of result to the concerned Evaluation Centre whose details are available on the University website.

Early Declaration is permissible in term-End-Examination only. This facility is not applicable for Lab/Practical courses, Project, Assignment, Workshop, seminar etc. based courses. The Application for Early Declaration of result shall be entertained for final year. Prescribed Form along-with rules & regulations is enclosed in the Student Handbook and Prospectus and also made available on IGNOU website.

### **6.4 Re-evaluation of Answer Script (s):**

After the declaration of result, if the students are not satisfied with the marks awarded, they can request the University to re-evaluate their Answer Scripts on payment of Rs. 500/- per course. The request for re-evaluation by the student must be made within one month from the date of declaration of result to the concern Evaluation Centre in the prescribed format along-with the fee of Rs.500/- per course in the form of Demand Draft in favour of IGNOU payable at the city where submitting the Re-evaluation form. Prescribed Form along-with rules & regulations is enclosed in the Student Handbook and Prospectus and also made available on IGNOU website.

### **6.5 Photocopy of Evaluated Answer Scripts:**

After the declaration of result, if the students are not satisfied with the marks awarded, they can request the University for obtaining Photocopy of Answer Scripts on payment of Rs.100/- per course. The request for obtaining Photocopy of Answer Scripts by the student must be made within 45 days from the date of declaration of result to the concern Evaluation Centre in the prescribed format along-with the fee of Rs. 100/- per course in the form of Demand Draft in favour of IGNOU payable at the city where submitting the Photocopy form. Prescribed Form along-with rules & regulations is enclosed in the Student Handbook and Prospectus and also made available on IGNOU website.

### **6.6 Issue of Official Transcript:**

The University provides the facility of official transcripts on request made by the learners on plain paper addressed to Registrar, Student Evaluation Division (SED), Block-12, IGNOU, Maidan Garhi, New Delhi-110068. A fee of Rs. 200/- per transcript payable through DD in favour of IGNOU is charged for this purpose. In case of request for sending transcript outside India, the students are required to pay Rs. 400/- . Prescribed Form along-with rules & regulations is enclosed in the Student Handbook and Prospectus and also made available on IGNOU website.

## **6.7 Duplicate Grade Card:**

The learner can apply for obtaining duplicate Grade Card in case of lost/misplaced/damaged by paying through DD of Rs. 150/- in favour of IGNOU payable at “New Delhi”. Prescribed Form along-with rules & regulations is enclosed in the Student Handbook and Prospectus and also made available on IGNOU website.

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## **7. OTHER USEFUL INFORMATION**

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### **7.1 IGNOU Newsletter**

The University publishes newsletter twice a year in English as well as in Hindi. It is mailed to the students free of cost. All the important information relevant to the students is published in the newsletter.

### **7.2 Reservation**

Wherever admission is offered on the basis a merit list, the University provides reservation of seats for Scheduled Castes, Scheduled Tribes, non-creamy layer of OBC, War Widows, Kashmiri Migrants and Physically Handicapped learners, as per the Government of India rules, for admission to its various programmes.

### **7.3 Scholarships and Reimbursement of Fee**

The learners belonging to reserved categories, viz. Scheduled Castes, Scheduled Tribes and Physically Handicapped have to pay the full fee at the time of admission to the University along with other general category candidates.

SC/ST learner have to collect and subsequently submit their scholarship forms to the respective State’s Directorate of Social Welfare Officer, through the Regional Director concerned of IGNOU for reimbursement of programme fee.

Similarly, Physically Handicapped learners admitted to IGNOU programmes are eligible for Government of India’s scholarships. They are advised to collect scholarship forms from the respective State Government Directorate of Social Welfare or Office of the Social Welfare Officer and submit the filled in forms to them through the concerned Regional Directors of IGNOU.

Scholarship Scheme of National Centre for Promotion of Employment of Disabled People (NCPEDP) for Post Graduate level programmes is applicable to the students of this University also. Such students are advised to apply to awarding authority directly.

### **7.4 Change of Medium**

Change of Medium is permitted within 30 days from the receipt of first set of course material in the First Year only, on payment of Rs. 300/- plus Rs. 300/- per 2/4 credit course and Rs. 600/- per 6/8 credit course for undergraduate courses. For Master’s Degree Programme it is Rs.300/-plus Rs. 500/- per 2/4 credit course and Rs. 1000/- per 6/8 credit courses. Payment should be made by way of a Demand Draft drawn in favour of IGNOU payable at concerned Regional Centre. All such requests for change of Medium should be addressed to the concerned Regional Centre only as per schedule.

### **7.5 Change/Correction of Address and Study Centres**

There is a printed card for change/correction of address and change of Study Centre which is dispatched along with the study material. In case there is any correction/change in the address, the learners are advised to make use of proforma provided in the Programme Guide and send it to the Regional Director concerned who will forward the request after verifying the student's signature to SRD IGNOU, Maidan Garhi, New Delhi-110068. **Requests received directly at SRD, New Delhi will not be entertained. The form of change of address can also be downloaded from IGNOU Website [www.ignou.ac.in](http://www.ignou.ac.in). Learners are advised not to write letters to any other officer in the University in this regard. Normally, it takes 4-6 weeks to effect the change. Therefore, the learners are advised to make their own arrangements to redirect the mail to the changed address during this period.** In case a change of Study Centre is desired, the learners are advised to fill the proforma and address it to the Regional Centre concerned. Since counselling facilities are not available for all programmes at all the centres, learners are advised to make sure that counselling facilities are available, for the subject for which he/she has chosen, at the new centre opted for. Request for change of Study Centre is normally accepted subject to availability of seat for the programme at new centre asked for. Change of Address and Study Centre are not permitted until admissions are finalized. **Similarly, change of study centre is not permissible in programmes where practical components are involved.**

### **7.6 Change of Region**

When a learner wants transfer from one region to another, he/she has to write to that effect to the Regional Centre from where he/she is seeking a transfer marking copies to the Regional Centre where he/she would like to be transferred to. Further, he/she has to obtain a certificate from the Coordinator of the study centre from where he/she is seeking transfer regarding the number of assignments submitted. The Regional Director from where the learner is seeking transfer will transfer all records including details of fee payment to the new Regional Centre under intimation to the Registrar, SRD Division and the learner as well region. For change of programmes in practical oriented programmes like computer programmes, B.Sc. etc, 'No Objection Certificate' is to be obtained from the concerned Regional Centre/ Study Centre where the learner wishes to take his/her transfer.

### **7.7 Issue of Duplicate Grade Card/Mark sheet**

A duplicate Grade Card is issued after a request is made on the prescribed form along with a draft of Rs. 150/- to be paid in favour of IGNOU, New Delhi. The form for the purpose is given in this Programme Guide.

### **7.8 Re-admission**

If you are not able to complete the programme in a maximum of 4 years, the University has made a special provision for re-admission. The form and the guidelines are available in the Programme Guide. In case required, do fill and submit it as per the instructions.

### **7.9 Simultaneous Registration**

Students who are already enrolled in a programme of one year or longer duration can also simultaneously register themselves for any certificate programme of 6 months duration. However, if there is any clash of dates of counselling or examination schedule between the two programmes taken, The University will not be in a position to make adjustment.

### **7.10 Refund of Fee**

Fee once paid will not be refunded under any circumstances. It is also not adjustable against any other programme of this University. However, in cases where the University denies admission, the programme fee will be refunded after deduction of Registration fee **through A/c Payee Cheque only by The Regional Centre concerned.**

### **7.11 Disputes on Admission and other University Matters**

The place of jurisdiction for filing of a Suit if necessary will be only at New Delhi/Delhi.

### **7.12 Credit Transfer and Exemption**

The credit transfer scheme is applicable only to those candidates who have not completed their degree from any other recognised University yet willing to complete through IGNOU as per rules provided.

**In this regard definitions of certain terms are given below:**

- 1) Credit transfer will be permissible only in the case of students coming from institutions established by an Act of Parliament or by an Act of State Legislature; or an accredited institution “deemed to be university” or an “institution of national importance” or institutions recognised by statutory bodies like AICTE, ICMR, ICAR, CSIR etc.
- 2) School means the School of Studies of IGNOU.
- 3) One Credit means a unit of study equivalent to thirty study hours (this includes all learning activities, such as reading and comprehending the course material, doing self check exercises and assignments, listening to the audio programmes and viewing of video programmes related to the course, supplementary reading and attending tutorials).
- 4) Credit transfer means allowing a student of another university to get admitted to IGNOU for completing any equivalent degree/diploma programme on the basis of credits obtained by him/her from that University. A student thus admitted need to write IGNOU examinations for such courses which are found equivalent to and for which appropriate credits would be deemed to have been acquired for and purposes for fulfilling the IGNOU requirements for award of a degree/diploma.

#### **Modalities of Credit Transfer**

- 1) Normally credit transfer will be applicable only from a diploma, bachelor’s degree, master’s degree to an equivalent diploma, bachelor’s degree.
- 2) Credit transfer is permissible only in the case of students coming from accredited institutions.
- 3) Credit transfer can be done only on the basis of individual courses and not on the basis of year to year courses as in conventional institutions.
- 4) In order to get a diploma/degree from IGNOU a student will be required to earn at least 50% credit from IGNOU.
- 5) The degree certification or the marks list thus given to the students will specifically indicate the credits earned in IGNOU and those obtained from other institution.
- 6) Those students who have done TS-1 and TS-2 in CTS have to write to the Registrar, SR Division for getting these credits transferred to DTS or BTS. Same is applicable for any other course done from IGNOU which forms part of the BTS programme.

Under these rules IGNOU “programmes” and “courses” means “Courses” and “Subjects” or “Papers” respectively of the conventional Universities. Students seeking Credit Transfer and Exemption should apply individually to the Registrar (SR Division), IGNOU, New Delhi enclosing attested copies of mark sheet and syllabus of the courses covered by them. Such cases will be examined separately by the Equivalence Committee of the University. The process will take a minimum period of three months from the date of receipt of such requests with all relevant documents.

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## 8. DETAILS OF COURSES

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### TS-1: FOUNDATION COURSE IN TOURISM

(08 Credits)

Tourism has been acknowledged as one of the most rapidly growing industries in recent years. Yet it has not received adequate attention as an academic discipline which it rightly deserves. This course has been designed with objective of making up for this lacuna by introducing to you some foundational concepts of tourism studies. The emphasis here has been on the situation prevailing in India, though we have not been unduly in different about borrowing concepts and terms from similar studies undertaken in other parts of the world. You will thus find details on the historical evolution of tourism along with core definitions of tourism industry in this course. Tourism services and operations, planning and policy, and marketing and communications form other Blocks of the course. Finally, we have also dealt with the geography and tourism and the relationship between cultural heritage and tourism development in this course.

#### **Block 1      Tourism Phenomenon**

- Unit 1      Understanding Tourism 1
- Unit 2      Understanding Tourism-2
- Unit 3      Historical Evolution and Development

#### **Block 2      Tourism Industry**

- Unit 4      Tourism System
- Unit 5      Constituents of Tourism Industry and Tourism Organizations
- Unit 6      Tourism Regulations
- Unit 7      Statistics and Measurements

#### **Block 3      Tourism Services and Operations-1**

- Unit 8      Modes of Transport
- Unit 9      Tourist Accommodation
- Unit 10      Informal Services in Tourism
- Unit 11      Subsidiary Services: Categories and Roles
- Unit 12      Shops, Emporiums and Melas

#### **Block 4      Tourism Services and Operations-2**

- Unit 13      Travel Agency
- Unit 14      Tour Operators
- Unit 15      Guides and Escorts
- Unit 16      Tourism Information

#### **Block 5      Geography and Tourism**

- Unit 17      India's Bio-diversity: Landscape, Environment and Ecology
- Unit 18      Seasonality and Destinations
- Unit 19      Map and Chart Work

#### **Block 6      Tourism Marketing and Communications**

- Unit 20      Tourism Marketing – 1: Relevance, Product Design, Market Research
- Unit 21      Tourism Marketing – 2: Promotional Events Advertising, Publicity, Selling
- Unit 22      Role of Media
- Unit 23      Writing for Tourism
- Unit 24      Personality Development and Communicating Skills

#### **Block 7      Tourism: The Cultural Heritage**

- Unit 25      Use of History

- Unit 26      Monuments and Museums
- Unit 27      Living Culture and Performing Arts
- Unit 28      Religions of India

**Block 8      Tourism Planning and Policy**

- Unit 29      Tourism Policy and Planning
- Unit 30      Infrastructural Development
- Unit 31      Local Bodies, Officials and Tourism
- Unit 32      Development, Dependency and Manila Declaration

**Block 9      Tourism Impact**

- Unit 33      Economic Impact
- Unit 34      Social, Environment and Political Impact
- Unit 35      Threats and Obstacles to Tourism

**TS-2: TOURISM DEVELOPMENT: PRODUCTS,  
OPERATIONS AND CASE STUDIES**

**(08 Credits)**

In this course, as is evident from its title, our main concern is with the products and operations of tourism development in India. It should be understood clearly that the diversity in the eight Blocks that comprise this course is not suggestive of any conceptual delineation. Since tourism studies consist of a variety of themes having backgrounds in fields such as history, sociology, economics, marketing or geography, it is logical to accept contributions from each and attempt a synthesis within the ambit of tourism studies. We provide you with an understanding of the tourists and hosts in the beginning and switch over to a discussion on the role of the guides and escorts in tourism industry. This is followed by two different kinds of case studies, viz, products and operations and promotional skills. In the end we have included a few experiences of professional bodies involved with tourism industry for long.

**Block 1      Understanding Tourists and Hosts**

- Unit 1      Profiling Foreign Tourists
- Unit 2      Profiling Domestic Tourists
- Unit 3      Guest- Host Relationship
- Unit 4      Sociology, Anthropology and Tourism

**Block 2      Guides and Escorts**

- Unit 5      Discovering a town: Guide and the City Tour
- Unit 6      Describing a Monument: Taj Mahal
- Unit 7      The Mountain Guide: Sherpa
- Unit 8      Journey Through a Museum
- Unit 9      Visiting National Park: A Guide's Perception

**Block 3      Tourist Sites: Products and Operations-1**

- Unit 10      Dance and Music: The Khajuraho Festival
- Unit 11      The Business City: Mumbai
- Unit 12      Cuisines, Customs, Festivals and Fairs

**Block 4      Tourist Sites: Products and Operations-2**

- Unit 13      Adventure and Sports
- Unit 14      Beach and Island Resorts: Kovalam and Lakshadweep
- Unit 15      Hill Station of India
- Unit 16      Wildlife: Jim Corbett and Gir National Parks

**Block 5      Tourists Sites: Products and Operations-3**

- Unit 17      Pilgrimage

Unit 18 Festivals  
Unit 19 Ethnic Tourism  
Unit 20 Crafts and Folk Art

**Block 6 Promotional Skills Case Studies-1**  
Unit 21 Festivals of India: A Cultural Construction Abroad  
Unit 22 India Fest  
Unit 23 Kalinga-Bali Yatra  
Unit 24 Palace on Wheels

**Block 7 Promotional Skills: Case Studies-2**  
Unit 25 PATA: A Study of Travel Mart  
Unit 26 Marketing Overseas: Tourism Department, Government of India  
Unit 27 State Government Tourism Promotional Plans: A Case study of Maharashtra

**Block 8 Learning from Others**  
Unit 28 SITA  
Unit 29 Air- India  
Unit 30 Highway Services: Haryana Tourism  
Unit 31 The Heritage Hotels

### **TS 3: MANAGEMENT IN TOURISM**

**(08 Credits)**

The course has been designed to familiarise the learners with the management concepts, functions and skills keeping in view their applicability in tourism

**Block 1 Understanding Entrepreneurship and Management**  
Unit 1 Management: Concepts and functions  
Unit 2 Entrepreneurship: Concept and Functions  
Unit 3 Corporate Forms in Tourism  
Unit 4 Management Issues in Tourism

**Block 2 Understanding Organizational Theory**  
Unit 5 Understanding Organizations  
Unit 6 Planning and Decision Making  
Unit 7 Organising  
Unit -8 Monitoring and Controlling

**Block 3 Organizational Behaviour Issues**  
Unit 9 Small Group Behaviour  
Unit 10 Inter Personal Behaviour  
Unit 11 Inter-Group Behaviour  
Unit 12 Supervisory Behaviour

**Block 4 Management Functions**  
Unit 13 Human Resource Management  
Unit 14 Financial Management  
Unit 15 Operations Management  
Unit 16 Marketing Management  
Unit 17 Information, Technology and Management

**Block 5 Managing Financial Operations**  
Unit 18 Understanding Profit and Loss Statements

Unit 19	Understanding Balance Sheet
Unit 20	Profitability Analysis
Unit 21	Project Formulation and Appraisal

**Block 6           Managerial Practices in Tourism-1**

Unit 22	Tour Operators
Unit 23	Travel Agencies
Unit 24	Hotels
Unit 25	Public Relations

**Block 7           Managerial Practices in Tourism-2**

Unit 26	Food Services
Unit 27	Tourist Transport
Unit 28	Airlines
Unit 29	Airport

**Block 8           Convention Promotion and Management**

Unit 30	Convention Industry
Unit 31	Planning Conventions
Unit 32	Management and Implementation of Conventions

**TS 4: INDIAN CULTURE: PERSPECTIVE FOR TOURISM           (08 Credits)**

This course attempts to provide an integral view of Indian culture from the perspective of the tourism sector. The culture, thus, has been taken to mean an interface between subjectivity and its representation.

**Block 1           Introducing Indian Culture**

Unit 1	Indian Culture and Heritage: The Historical Context I
Unit 2	Indian Culture and Heritage: The Historical Context II
Unit 3	Conservation of Culture
Unit 4	Tourism and Culture: Some Views

**Block 2           Social Structure**

Unit 5	A Socio-Historical Perspective I
Unit 6	A Socio- Historical Perspective- II
Unit 7	Customs, Rituals and Cults in India
Unit 8	Fairs and Festivals in India

**Block 3           Fine Arts**

Unit 9	Dance
Unit 10	Music
Unit 11	Painting

**Block 4           Popular Culture**

Unit 12	Indian Theatre
Unit 13	Indian Cinema

**Block 5           Architecture**

Unit 14	Main Architectural Styles
Unit 15	Regional Architecture
Unit 16	Functional Categories in Architecture
Unit 17	Sculpture

**Block 6**            **Archaeology and Antiquity**  
Unit 18            Archaeological Sites-I (Early Harappa and Harappa)  
Unit 19            Archaeological Sites-II (Post Harappa)  
Unit 20            Museums and Antiquities

**Block 7**            **Handicrafts – Continuity and Change**  
Unit 21            Commoditization of Handicrafts  
Unit 22            Clay, Stone, Wood and Metal Crafts  
Unit 23            Ivory, Gems and Jewellery  
Unit 24            Textiles and Costumes

**Block 8**            **Tribal Cultures**  
Unit 25            Identity Formation  
Unit 26            History and Geographical Spread  
Unit:-27           Society  
Unit:-28           Tribes and Development Policy

**Block 9**            **Policy Issues in Culture**  
Unit 29            Government  
Unit 30            Trade  
Unit 31            Media

## **TS-5 ECOLOGY, ENVIRONMENT AND TOURISM**

**(8 Credits)**

This course aims to sensitise tourist and professionals in the tourism sector to the issues pertaining to the problems of ecology and environment today. It also attempts to define the “role” of the “visitor” and his or her participation in the conservation effort.

**Block:-1**            **Environment – An Introduction**  
Unit 1            Our Environment  
Unit 2            Linkages in Nature  
Unit 3            Biomes of the World  
Unit 4            Communities in Nature

**Block:-2**            **Environment and Conservation Ethics**  
Unit 5            Conservation through Ages  
Unit 6            Environmental Parameters and Tourism  
Unit 7            Indian Philosophy and Environment

**Block:-3**            **Environmental Issues and Tourism Development**  
Unit 8            Environment and Development  
Unit 9            Concepts of Development  
Unit 10           Responsible Tourism – Benefits

**Block:-4**            **Environment, Community and Tourism**  
Unit 11           Access, Infrastructure and Land Use – Basic Issues  
Unit 12           Community and Regional Assets  
Unit 13           Multiplier Effect: Benefits and Consequences

**Block:-5**            **Tourism as a Tool for Conservation**  
Unit 14           Practice & Potential  
Unit 15           Site and Locational Planning  
Unit 16           Uneven Regional/National Planning  
Unit 17           Alternatives



**Block 5 Marketing Mix: Specific Situations**

- Unit 18 Familiarization Tours  
 Unit 19 Seasonal Marketing  
 Unit 20 Tourism Fairs and Travel Markets

**Block 6 Destination Marketing**

- Unit 21 Regions, Cities and Leisure  
 Unit 22 Events, Activities, Individuals  
 Unit 23 Shopping, Education, Culture  
 Unit 24 Marketing Local Foods

**Block 7 Accommodation Marketing**

- Unit 25 Star Category Hotels  
 Unit 26 Alternative Accommodation  
 Unit 27 Supplementary Accommodation  
 Unit 28 Linkages in the Trade

**Block 8 Transport and Travel Services Marketing**

- Unit 29 Airlines Marketing  
 Unit 30 Tourist Transport Marketing  
 Unit 31 Travel Agency Marketing  
 Unit 32 Tour Operators Marketing

**PROJECTS (PTS-4, PTS-5, PTS-6)****(04 Credits each)**

Every student has to do a Project in these courses which are for 04 credits each. The DTS students will do one project as per the specialisation offered. For example, if a student offers TS-5, he or she has to do PTS-5 and not any other PTS

**9. SOME USEFUL ADDRESSES (WHOM TO CONTACT FOR WHAT)**

1. Identify Card, Fee Receipt, Bonafide Certificate, Migration, Certificate, Scholar-Ship forms	Concerned Regional Centre
2. Non-receipt of study material and assignments	Concerned Regional Centre
3. Schedule/ Information regarding Exam-form, Entrance Test, Date-sheet, IGNOU Hall Ticket	Assistant Registrar (Exam.II), SED, Block-12, Room No. 2, Maidan Garhi, New Delhi-110068 E-mail; <a href="mailto:sgoswami@ignou.ac.in">sgoswami@ignou.ac.in</a> or Ph.:29536743, 29535924-32/Extn.: 2202,2209
4. Result, Re-evaluation, Grade Card, Provisional Certificate, Early Declaration of Result, Transcript Verification of Grade Card, Provisional Certificate	Deputy Registrar (Exam-III), SED, IGNOU, Block-12, Room No. 1, IGNOU, Maidan Garhi, New Delhi-110068, <a href="mailto:gowri.shankar@ignou.ac.in">gowri.shankar@ignou.ac.in</a> or Ph: 29536103, 29535924-32, 29536743 Extn: 2201, 2211, 2212
	Asstt. Registrar, (Assignment) SED Block-3,

5. Non-reflection of Assignment Grades/Marks	Room No. 12, IGNOU, Maidan Garhi, New Delhi-110068 <a href="mailto:assignments@ignou.ac.in">assignments@ignou.ac.in</a> Ph.: 29535924 Extn.: 1312,1319,1325
6. Original Degree/Diploma/Verification of Degree/ Diploma	Deputy Registrar (Exam.I), SED, Block 9, IGNOU, Maidan Garhi, New Delhi-110068. <a href="mailto:opbangia@ignou.ac.in">opbangia@ignou.ac.in</a> ; <a href="mailto:convocation@ignou.ac.in">convocation@ignou.ac.in</a> Ph.: 29535438, Extn.: 2224,2213
7. Student Grievances (online)	Asstt. Registrar (Student Grievance) SED, Block-3, Room No. 13, IGNOU Maidan Garhi, New Delhi-110068 <a href="mailto:sregrievance@ignou.ac.in">sregrievance@ignou.ac.in</a> Ph.: 29532294,29535924 Extn: 1313
8. Purchase of Audio/Video Tapes	Marketing Unit, EMPC, IGNOU, Maidan Garhi, New Delhi-110068
9. Academic Content	Director/ Programme Co-ordinator (DTS) School of Tourism and Hospitality Services Management (SOTHSM), Block 1 IGNOU, Maidan Garhi New Delhi-110 068 Phone No. 011-29571755
11. Submission of Project Reports	Asst Registrar (Projects), SED, IGNOU, Maidan Garhi, New Delhi-110068 Telephone Nos.: 29571324, 29571321, 29572216
12. Status of Project Reports submitted	Ext. 1321/1324 <a href="mailto:project@ignou.ac.in">project@ignou.ac.in</a>
1. Re-admission and Credit Transfer	Student Registration Division, Block-3 Maidan Garhi, New Delhi -68
2. Student Support services and Student Grievances, pre-admission enquiry of various courses in IGNOU	Regional Director, Student Service Centre, IGNOU, Maidan Garhi, New Delhi-110068 <a href="mailto:ssc@ignou.ac.in">ssc@ignou.ac.in</a> Telephone Nos.: 29535714, 29533869, 2953380 Fax: 29533129

You are also advised to get in touch with the Co-ordinator of your Study Centre for timely information.

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## 10. SOME FORMS FOR YOUR USE

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In this Section we are enclosing the sample of some forms that are useful to you. Whenever you have to correspond with the University, please get the photocopy of the relevant form, fill it carefully and send as per instructions therein. The detailed instructions for all these forms are provided in this programme guide in different sections. The following forms are enclosed:

- 1) Assignment remittance-cum-acknowledgement form/Change/correction of address/study centre.

- 2) Intimation of non-receipt of study material/assignments.
- 3) Requisition for fresh set of assignments.
- 4) Change/Correction of address & Change of study Centre
- 5) Application form for obtaining Duplicate Grade Card/Mark-sheet
- 6) Term-end examination form.
- 7) Early declaration of Results
- 8) Re-evaluation of Answer Script(s)
- 9) Improvement in Division/Class
- 10) Photocopy of the Evaluated Answer Script
- 11) Issue of Official Transcript
- 12) Re-Admission Form

**[Note: You can download the above forms from Student Zone at [www.ignou.ac.in](http://www.ignou.ac.in)]**

**UNIVERSITY GRANTS COMMISSION**  
Bahadur Shah Zafar Marg, New Delhi – 110 002

No. F.1-8/92 (CPP)

February 1992

The Vice Chancellor/Director's  
of all the Indian Universities/  
Deemed Universities/Institutions  
of National importance

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**Sub: Recognition of Degrees/Diplomas awarded by  
Indira Gandhi National Open University, New Delhi**

I am directed to say that Indira Gandhi National Open University, New Delhi has been established by Sub-section (2) of Section (1) of the IGNOU Act, 1985 (50 of 1985) vide Notification No. F.13-12/85 Desk (U) dated 10.09.1985 issued by the Govt. of India, Ministry of Human Resource Development, (Department of Education), New Delhi and is competent to award its own degrees diplomas. The Certificates, Diplomas and Degrees awarded by Indira Gandhi National Open University are to be treated equivalent to the Corresponding awards of the Universities in the country.

Yours faithfully,

Sd/-

(GURCHARAN SINGH)  
Under Secretary

**ASSOCIATION OF INDIAN UNIVERSITIES**  
AIU House, 16, Kotla Marg, New Delhi – 110 002

Phones: 3312305, 3313390  
3310059, 3312429

Gram: ASINGU  
Telex: 3166180 AIU IN  
Fax: 011-3315105  
No. EV/II(499)/94/176915-177115  
January 14, 1994

The Registrar(s)  
Member Universities

**Subject: Recognition of Degrees/Diplomas of Open Universities**

Dear Sir,

The Standing Committee at its 237<sup>th</sup> meeting held at Utkal University and the 68<sup>th</sup> Annual Session of the AIU and in December, 1993 at the University of Delhi have decided to in principle that the Degrees of the Open Universities be recognised in terms of the following resolutions:

“Resolved that the examinations of one University should be recognised by another on a reciprocal basis, provided that the entrance qualification, duration of course and the general standard of attainment are similar to those prescribed by the recognised university.”

The decision is brought to the notice of the Universities for favour of appropriate action in the matter. The additional information, if required in this behalf, may kindly be obtained from the Registrar of the Universities direct.

Thanking you,

Yours faithfully,

Sd/-

(K.C. KALRA)  
Joint Secretary

**In Tourism Studies course materials activity exercises have been given at the end of each Block. It is suggested that you must do these activities in order to attain professional skills & practical experience in the subject.**

**Please keep this Programme Guide safely with you till the completion of the Programme. You will need to consult it while working on this Programme.**