

TOURISM STUDIES

DTS Assignments Booklet (2026)

**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 2026	For December Term End Examination 2026
TS-1	April 30, 2026	October 30, 2026
TS-2	April 30, 2026	October 30, 2026
TS-3	April 30, 2026	October 30, 2026
Optional Course		
TS-4	April 30, 2026	October 30, 2026
TS-5	April 30, 2026	October 30, 2026
TS-6	April 30, 2026	October 30, 2026

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

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

**Programme: DTS
Assignment Code: TS-6/ TMA/ 2026**

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. Elaborate the various skills which a marketing professional should possess. Discuss the issues to be addressed while formulating a marketing plan. 20
2. What is the underlying principle of the market segmentation concept? Discuss the major variables used for segmenting the market for tourism products and services. 20
3. Define Tourism Product. Outline the steps in designing and developing a tourism product of your choice. 20
4. What is marketing research? Explain the role of market surveys and questionnaires as instruments for gathering tourism data. 20
5. Compare and contrast the role of National Tourist Organisation and the role of Local Bodies in the marketing of India as a tourism destination. 20
6. Differentiate between Advertising and Marketing. Explain how the AIDA formula is applicable in the promotion of tourism products. 20
7. What do you understand by competitive analysis? Explain the strategic options. 20
8. Discuss the various stages in the formulation of a marketing strategy for star category hotel. 20
9. Explain the relationship between seasonal variation and tourism. Choose any state in India and suggest steps how that state can be marketed during its peak and lean tourist season respectively. 20
10. Write notes on the following in about 150 words each: (4x5= 20)
 - a) Importance of market analysis in tourism business
 - b) 5th P in tourism marketing
 - c) Differentiate between distribution of goods and services.
 - d) Operating cost of airlines