

Attempt any two assignments from each subject.

Programme: BA Tourism Studies

Subject: Introduction to Tourism (Code-101)

Assignment 1

Attempt any of the following

10

a) Define the concept of tourism and its nature

Or

b) Write a factors of tourism and frame work of Tourism

Assignment 2

Attempt any of the following

10

a) Write dynamics of Tourism and its Impact on various sectors

Or

b) Explain how tourism field plays an important role in economic development?

Assignment 3

Wrote short notes on any two

10

a) Renaissance and the spirit of enquiry

b) A tourism policy imperative

c) Security and protection of sites - Tourism Legislations

Subject: Principles of Tourism Management (Code-102)

Assignment 1

Attempt any of the following

10

a) Write a history of tourism management and its development

Or

b) Write a scope of Tourism Management

Assignment 2

Attempt any of the following

10

a) Explain various elements of management

Or

b) Role of govt. of India in Tourism development and management

Assignment 3

Write short notes on any two of the following

10

i) Tourism Management principles

ii) Management by objective (MBO)

iii) Advantages and disadvantages of MBO

Subject: History of Tourism (Code-103)

Assignment 1

Attempt any of the following

10

a) Write a history of Tourism and evolution of Tourism

Or

b) Tourism and other social sciences.

Assignment 2

Attempt any of the following

10

a) Write a difference between Travel and tourism.

Or

b) Write a definition of Tourism Products and its characteristics in detail.

Assignment 3

Write a short note on any two

10

- a) Ancient Civilization and social condition
- b) Royal tourism and educational tours
- c) Grand tour

Subject: Communication Skills and Personality Development (Code-104)

Assignment 1

Attempt any of the following

10

- a) Write an Importance of Communication and its Objectives.
- Or
- b) Write various type of communication and barriers of communication

Assignment 2

Attempt any of the following

10

- a) Write meaning and development of personality
- Or
- b) Application of Electronic media for communication

Assignment 3

Write a short note on any two of the following

10

- a) Motivation
- b) Listening
- c) Process of communication

Subject: Geography of Tourism (Code-105)

Assignment 1

Attempt any of the following

10

a) Define impact of geographical and climate factors which are influencing tourism in India.

OR

a) Explain natural resources and tourism

Assignment 2

Attempt any of the following

10

a) Explain agriculture related to tourism plantation

Or

b) Problems and types of agriculture

Assignment 3

Write a short note on any two of the following

10

- a) Geographical divisions and tourism
- b) Urban, rural cities
- c) The coast and Islands

Subject: Tourism Marketing & Tourism Business Operations (Code-106)

Assignment 1

Attempt any of the following

10

a) Write a concept of Tourism market and its bases and importance.

Or

b) Explain destination Marketing and marketing strategies in the new digital age of E-commerce.

Assignment 2

Attempt any of the following

10

a) Explain role of Information Technology in tourism.

OR

b) Explain in detail role of media in promotion of tourism

Assignment 3

Write a short note on any four of the following

10

a) Difference between travel agent and tour operator

b) Functions of travel agency

c) Guide book and travel writer

d) Electronic tourism promotion

e) Branding and packaging

f) Tour operation techniques

g) Facilitation