

CENTRE FOR DISTANCE EDUCATION
ACHARYA NAGARJUNA UNIVERSITY :: NAGARJUNA NAGAR – 522 510, A.P., INDIA.
ASSIGNMENT TOPICS FOR P.G. DIPLOMA IN TRAVEL AND TOURISM MANAGEMENT
EXAMINATION, DECEMBER 2009.

DTTM 01: PRINCIPLES OF TOURISM

Assignment – I

Answer all the questions:

Maximum: 25 Marks

1. Explain the meaning and nature of Tourism.
2. What are the basic components of Tourism?
3. Discuss the History of Tourism in India.
4. Explain the factors contributed towards rapid growth of Tourism in India.
5. Write a note on the importance of Guides and Escorts in Tourism.

Assignment – II

Answer all the questions:

Maximum: 25 Marks

1. Explain the Tourism services in India.
2. Discuss the importance of advertising publicity in Tourism Marketing.
3. What is the role played by media in tourism?
4. Explain the importance of tourism on economy.
5. Discuss the role of communicating skills in tourism development.

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DTTM 02: COMMUNICATION SKILLS

Assignment – I

Answer all the questions:

Maximum: 25 Marks

1. What are the various types of communication?
2. Discuss various types of communication networks.
3. Discuss the seven 'C's of communication with their importance in business.
4. What are the forms of non-verbal communication?
5. Explain the types of listening and overcoming barriers to listening.

Assignment – II

Answer all the questions:

Maximum: 25 Marks

1. What are the basic skills essential for a manager to be an effective communicator?
2. Discuss the basic requirements of a business letter.
3. Explain various types of reports.
4. What are the qualities of a good presenter?
5. Discuss the role of communication in maintaining public relations.

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DTTM 03: TRAVEL AGENCY MANAGEMENT

Assignment – I

Answer all the questions:

Maximum: 25 Marks

1. Explain the elements in Tourism Operations.
2. Discuss the merits in Tourism Operations.
3. Discuss the importance of Quality Management in Tourism.
4. Explain the present technology usage in Tourism.
5. How do you manage and market tour packages?

Assignment – II

Answer all the questions:

Maximum: 25 Marks

1. Discuss the selling of tourism products through distribution channels.
2. Discuss the recruitment and training manpower in tourism.
3. Explain dealings with tourism transport supplier.
4. Explain about front office management in tourism.
5. Discuss house keeping, food and beverage operations in tourism.

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DTTM 04: TOURISM PRODUCTS

Assignment – I

Answer all the questions:

Maximum: 25 Marks

1. Explain the concepts and characteristics of service industry.
2. Discuss the factors influence in the marketing of tourism products.
3. What is the classification of services in tourism?
4. Briefly explain the relationship between culture and tourism.
5. What are adventure tourism products?

Assignment – II

Answer all the questions:

Maximum: 25 Marks

1. Discuss the problems and challenges of health tourism product.
2. Discuss the growth of Indian Resort Market.
3. Explain any two of the tourist destinations in North India.
4. Assess the development of tourism in the State of Andhra Pradesh.
5. Discuss the wildlife sanctuaries.

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DTTM 05: COMPUTER APPLICATIONS IN TOURISM AND TRAVEL MANAGEMENT

Assignment – I

Answer all the questions:

Maximum: 25 Marks

1. Discuss various types of Information.
2. Explain the role of computers in Tourism and Travel Management.
3. Write a note on revolution of computers.
4. Discuss the classification of computers.
5. Write a note on various types of networks.

Assignment – II

Answer all the questions:

Maximum: 25 Marks

1. Define MIS and its Frame Work.
2. What is the Anthony Frame Work?
3. Discuss the importance of Media as an information tool to tourism.
4. Discuss the impact of computers on living styles.
5. What are the software tools available for Travel and Tourism Management?