TS- 3 MANAGEMENT IN TOURISM
(TUTOR MARKED ASSIGNMENT)

Course Code: TS-3 **Programme: DTS**

Total Marks: 100 **Assignment Code: TS-3/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.

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1. Who is an entrepreneur? Discuss the qualities required to be an entrepreneur. 20

2. What is an Organisation? Discuss the different components and classification of Organization Structures. 20

3. Discuss the advantages and disadvantages of sole proprietorship. 20

4. Discuss the three ego states based on Freudian Psychoanalytic Theory. 20

5. Discuss the importance of Human Resource Management in tourism sector. 20

6. Discuss the importance of communication in effective supervision. 20

7. Explain different types of feasibility analysis required during project formulation phase. 20

8. Write short notes on the following: - 4X5=20

a) Decision Making

b) Types of Control

c) Travel Vouchers

d) Role of Public Relations (PR) in Tourism Marketing

9. Discuss the various aspects to be considered while setting up a Travel Agency. 20

10. Discuss the different managerial aspects in airlines industry along with the challenges in airlines management. 20

1. Who is an entrepreneur? Discuss the qualities required to be an entrepreneur. 20

Answer

An entrepreneur is a person who identifies a business opportunity, brings together resources, accepts calculated risk and establishes an enterprise to provide goods or services. Entrepreneurship is more than owning a business. It involves making independent decisions, introducing improvements, satisfying customers and taking responsibility for the outcome. In tourism, an entrepreneur may start a travel agency, homestay, local guiding service, adventure-tour company, transport operation or digital booking platform. Such businesses can create employment and help local people benefit from visitor spending.

The entrepreneur differs from a salaried manager in an important way. A manager normally uses the resources and policies of an existing organisation, while an entrepreneur decides what business to establish and bears the consequences of investment. Nevertheless, both need planning, leadership and communication skills. Tourism entrepreneurship is especially demanding because the product is mainly an experience, demand changes with seasons and the quality of several outside service providers influences customer satisfaction.

Qualities required to be an entrepreneur

Ability to recognise opportunities. A successful entrepreneur observes the needs of customers and notices gaps that others may overlook. For instance, visitors to a heritage town may want reliable evening walking tours, accessible transport or authentic local food experiences. The business idea should arise from evidence of demand rather than enthusiasm alone. Market observation, conversations with travellers and study of competing services help in selecting a worthwhile opportunity.

Initiative and creativity. Entrepreneurs must be willing to act instead of waiting for others to develop their ideas. Creativity is useful in designing tour packages, solving guest problems and presenting familiar destinations in a new way. A small operator might combine a village craft demonstration, local meal and responsible nature walk into a meaningful package. The innovation need not be expensive; even better timing, simple online booking or clearer information can differentiate a service.

Willingness to take calculated risks. Every enterprise faces uncertain sales, costs and competition. In tourism, weather, transport interruptions and changing travel preferences increase this uncertainty. The entrepreneur should not take blind risks. Preparing a budget, estimating break-even sales, maintaining