

CONTENTS

Page No.

PART-1	General Information	3
1.1	What is a Project?	3
1.2	Preliminary Information	3
1.2.1	Project Supervision	3
1.2.2	Project Proposal	3
1.3	How Can the Supervisor Help You	4
1.4	How to Go About Working	4
1.4.1	Identifying a Theme	5
1.4.2	Collecting Data	5
1.4.3	Analysing Data	6
1.4.4	Writing Your Project	6
1.4.5	Submission of Project Report	7
1.5	Evaluation	8
PART- 2	Project Suggestions	8
2.1	Themes for PTS-4 (Indian Culture : Perspective for Tourism)	8
2.2	Themes for PTS-5 (Ecology, Environment and Tourism)	9
2.3	Themes for PTS-6 (Tourism Marketing)	10
PART-3	Annexures	11
Annexure A:	Project Proposal Proforma	11
Annexure B :	First Page of the Project Report	12
Annexure C :	Certificate by the Supervisor	12

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PROJECT GUIDE IN TOURISM STUDIES .

PART-1: GENERAL INFORMATION

This guide has been prepared to assist you in your Project Work and to familiarise you with its various aspects. You are advised to go through the guide before you begin work on the Project. The first part of the booklet provides general guidelines; the second part suggests broad themes from which you may identify your area of work; and the third part consists of **annexures** which give you a format in which to supply basic information about the Project.

1.1 WHAT IS A PROJECT

A Project is a preliminary form of research. It is an independent investigation. It is very largely your own work and is to be pursued by you all the way from the inception till completion. The purpose of the Project Work is to enable you to gain practical experience. Through the Project you will be expected to put into practice all that you have learnt about that particular theme during your course work in the concerned Elective i.e. TS-4, TS-5 and TS-6. It is a way of applying the knowledge gained through the course to specific situations in Tourism.

Your Project Work constitutes four credits. This means that you are expected to spend about 120 study hours in completing your project work. Award of the **diploma/degree** is subject to a successful completion of your Project. To be able to successfully complete the **diploma/degree** you must secure a minimum of 40% of marks (Grade D). We would prefer to receive a **typed and bound copy of your Project Work. If, however, you find it difficult to get it typed, make sure that your work is neatly and legibly hand-written on one side of the page only.** The format of the front page is given in Annexure B. The length of your Project Work may be **between 4000 to 5000 words.** Keep both these things (expected study hours and the expected length of your work) in mind while choosing the Project theme. The idea is that you should be able to say all that you want to within this word limit. **You are free to write your Project in English or Hindi.**

1.2 PRELIMINARY INFORMATION

Ideally the Project Work should start soon after you enroll for your **diploma/degree.** You are going to receive guidance from your supervisor in the Project Work. Your supervisor is familiar with the skills of working on **such** Projects.

1.2.1 Project Supervision

Your Project shall be guided by a supervisor recognised by the Indira Gandhi National Open University. All **counsellors are recognised as supervisors for Project.** A list of supervisors is available with the Coordinator of your Study Centre. Once you have selected a broad area for your study, please contact your Coordinator who will assign a supervisor to you, suited to your study.

The next step is to get in touch with your supervisor and prepare a Project Proposal.

1.2.2 Project Proposal .

After identifying the area of study and a proper theme, you should prepare a Project **Proposal/Synopsis** in not more than 400 words. Your Proposal is essentially a description of **what** you propose to do and **how** you intend to go about it. In your Proposal, you should outline the **objectives of your study,** mention the **kind of data** that is available and state a work **plan** that you propose to follow. Proposal should also **include** the **issues you are** going

to raise while conducting your work. You may also discuss your Project Proposal, with your friends and colleagues, your counsellor and any experts in that field that you know about.

You **should** choose a theme which is to your liking and one which should sustain your interest.

It is very important that you are familiar with the geographical area you wish to base your theme on. It should also be accessible to you. Generally it is a good idea to choose a surrounding which is close by, or within your travelling range. It is a good thing to be close to one's sources.

Prepare two copies of your Proposal (preferably typed), obtain the approval of your supervisor on the format given in Annexure A and send one copy **on the** following address :

Programme Coordinator (Tourism Studies),
School of Social Sciences,
Block 5,
Indira Gandhi National Open University,
Maidan Garhi,
New Delhi - 110 068

Remember to :

- Keep a copy of the Proposal with you because we shall not send your copy back.
- Ensure that your Proposal is accompanied by a letter of approval by your supervisor.
- Send your Proposal through Registered Post only, so that it reaches us for sure.
- Do not change your topic or even its wording after you have sent the Proposal to us. In other words, the topic of your Project Work should be the same as in your Proposal.
- Put the name and code of your course from which you have chosen your Project, your enrolment number, the name of your Study Centre and the Regional Centre on the first page. In other words, fill the **proforma** given in Annexure A very carefully.
- Do not wait for our approval of the Project Proposal. The approval of the Supervisor is final.

Now is the time for you to start working actively on your Project. In the next section, we give you an idea about the kind of help that you can expect from the IGNOU.

1.3 HOW CAN THE SUPERVISOR HELP YOU

The supervisor will :

- acquaint you with such local groups and agencies as may be relevant to your work ;
- give you letters of authorization which would enable you to make enquiry and investigations in different offices pertaining to your work;
- make accessible to you the library at the study centre for consultation purposes; and
- advise you, to the best of **his/her** efforts, about your theme, location of your data and general work plan.

1.4 HOW TO GO ABOUT WORKING?

This is an application oriented course and should ideally be pursued at four different levels. Each level is equally **important** and requires you to devote sufficient attention to it. The proportion of time spent at each level, however, may vary depending on the nature of your theme.

1.4.1 Identifying a Theme

Do not hurry up with the **theme/topic** selection lest you regret it later. What specific methodology you are going to adopt will depend on the theme you select.

You are expected to select your theme from the courses you have done for your **diploma/degree**. Some of the themes that you can choose your **topic** from are given in part 2 of this guide. For example: -

- In case you have offered the course on **Indian Culture : Perspective for Tourism (PTS-4)**, you could take up a study of the old monuments in your area and local attitudes towards them, or local crafts, theatre groups, folk music, patterns of urbanization in your town, impact of cinema on local culture etc.. It should be clear that a **Project** on a theme related to culture and attitudes will require, apart from general readings and library work, skills of observation and a constant interaction with the people in the form of group meetings, interviews, questionnaires etc.
- If you have offered the course on **Etology, Environment and Tourism (PTS-5)**, you can pick up as your Project theme a documentation of the flora and fauna of your region, or on sources of water, or on levels and sources of pollution in your town. These projects would require skills of observation and documentation. On the other hand you could pick up issues pertaining to your environment, environmental consciousness among different social groups, attitude of the media towards environment related issues or the impact of the environmental degradation on the human population of your town. As you can perhaps see for yourself, work of this kind will involve library work, surveys and interviews etc.
- Similarly, if you have offered the course on **Tourism Marketing (PTS-6)**, you could observe and comment upon the management and functioning of a tourist agency, or the problems involved in the running of a hotel or a restaurant, or on general issues related to the presence of outside tourists in your area, or a general profile of the tourists coming to your town.

In short, the identification of your theme is directly linked to:

- your inclination towards particular area of study; and
- your working aptitude in pursuing that Project.

After identifying the area of your interest, you should discuss it with your supervisor and decide the topic you want to work upon. Now prepare a Proposal about which you have already learnt in Sub-section 1.2.2. We would, however, like to emphasize here that preparing a Proposal is a very important stage in your Project Work. Therefore, do not get unnecessarily worried if you find that this stage has taken up a longer time than originally scheduled.

1.4.2 Collecting Data

Collecting data, please remember, is the most important stage of your Project Work since it provides all the sources that you will eventually need while writing your Project.

Data collection begins after your topic has been identified and approved by your supervisor. It is a rigorous process. The exact nature of your data collection depends on your theme. However, certain points need to be kept in mind::

- It is always better to over collect than under collect your material. Eventually it is only half of it, and sometimes even less than that, which is utilised directly in your report. But every piece of information collected at this stage contributes to your knowledge of Tourism Studies. **Do not get overwhelmed by the volume of your data.** Do not, therefore, leave opportunities of data collection, or put it off for another day. You may not get the same **opportunity again**. Your sources, whether in the form of books, documents, sights or people may not be always available to you.
- Some thinking, a system screening and monitoring are crucial in data collection. Certain principles of selection and the development of a framework in which to operate, are as useful before you begin the work of data collection as they are during the process. If, for instance, you have to collect samples of response!, then do

spend some time in preparing your questionnaire. Consult your supervisor, speak to experts in the field and read some literature related to it. Your questionnaire should evolve out of all these. The kind of answers you get in your questionnaire will depend, to a very large extent, on the kind of questions you ask. Time spent on this exercise will save you from landing into many problems later. If you want to organize a group meeting, then selection of people, representation of cross-sections and preparation, by you, of questions, statements and interventions in the debate will be useful. Your ability to record or put down on paper various view points and arguments will enable you to store material. Remember, these group **meetings** may not always **proceed** as you plan originally. If it so happens do not get disheartened. Spontaneous and unanticipated responses are often very useful material. The important **principle** is thorough home work so that you approach your sources **fully** prepared and equipped, intellectually and psychologically.

Some important things to remember are given here :

- Classification and cataloguing of data will enable you to make an effective use of your material later.
- You should note the date and place etc. of the interviews taken.
- **Maintaining** separate files of different kinds of sources will help you later at the time of writing your report.

1.4.3 Analysing Data

Analysing data may not in all the cases exist as a separate stage. It often overlaps with the earlier and later stages. Analysis of your source material begins immediately after you have started collecting data. Analysing data requires maintaining constant interaction with your source material, developing different **ways** in which to look at your data, applying different interpretations to it and finally translating your material into a set of arguments around which your report should be written. It is while going through your material again and again that you become clear about the various aspects of the theme under investigation and the possibilities it contains. This helps you in building your argument.

Remember, your data can be in the form of written records, articles, copies of rules and regulations, **impressions**, recorded interviews, your own diary, observations, questionnaires, government documents, newspaper clippings, and minutes of group meetings etc.. In other words you will have access to material collected from a variety of sources. As you sort them out you will **realise** that they contain facts and information on the one hand and impressions and opinions on the other. Quite often the two may be at variance with each other, and present a very complex and somewhat self-contradictory picture of things. While retaining the complexity (that is to say not simplifying it unnecessarily) you have to avoid making your report appear contradictory. **You can do this by distinguishing facts from opinions and making sure that other people's judgements do not appear as your own.** While scanning your data, for example, you may find that an official document on a particular monument may be very different from popular versions about the same monument. In another case, for instance, media's handling of the environmental issues may not correspond with your own discoveries in your region. In such situations **you** will have to record your own impressions without being dismissive or unfaithful to other versions.

1.4.4 Writing your Report

Having collected and analysed your data, it is now time for you to start writing. Needless to say you **should first** jot down your main points, then prepare a rough draft of your narrative and finally write (or type) your report. You can write in English or Hindi.

Your narrative may contain factual presentation along with your own views/opinions/observations. **You** may attach with your Project Report any documents etc. which you feel will highlight/support your main argument. **If** you have collected responses through a questionnaire as part of your data, you could attach a **copy** of the questionnaire as well. Use of illustrations, graphs and diagrams etc. will depend on the **nature** of your **theme**.

Originality and clarity are two vital components of your Project. Remember, your Project is a test of your analytical capacity and skills of communication. Report writing is not just an exercise in recording your impressions and writing your story. It is also an exercise in the organisation of your ideas. Therefore, do keep the

following in mind while writing your report :

- Divide your report into sections and sub-sections. This gives a certain coherence to your report and prevents different ideas from spilling into different places.
- A well-structured report is easily comprehensible. Aims and objectives, should therefore be stated very explicitly even if there is some repetition.
- Writing an **introduction** is important as it gives a certain entry point to your report. Similarly a **conclusion** helps you wind up your report and enables you to tie up various loose ends.
- Your report should not read like an assemblage of different sections but should be an integrated and structured whole. In other words you should divide your report into sections and sub-sections but make sure that they do not read like different pieces independent of each other. They should be related to each other and should form **parts** of your report.
- All your arguments should be neatly tied and logically culminated at the end of each section and again in your conclusion. At the same time the interconnections between different sections should be clearly maintained.
- You should write in your own language using simple words and short sentences as far as possible. A report written in a language not easily comprehensible often distracts the reader from the contents of the report. Treat your language a potent medium to communicate your ideas. The Project will be assessed on the strength of your methodology and ideas.

While **you should not copy from other books, articles etc.** citations are a legitimate exercise. Please observe the following instructions :

- the quotation should be relevant and the language should be that of the author.
- At the end of the quote, you should mention **within** the brackets, the name of the author and the title of the book alongwith the year and place of publication and the page numbers.
- In case you have quoted from a **newspaper/magazine/journal**, give the name of the **magazine/journal**, the number of the issue and the month/year of its **publication**.
- Avoid lengthy quotes. Brief quotes often beautifully stress the point and blend easily into your text. A quote roughly of the size of about 50 to 100 words is quite reasonable.

Here is an example of a quote :

"**Who** are the travellers and the tourists? Webster's New Collegiate Dictionary defines a tourist as one who makes the tour for pleasure or culture. A nineteenth century dictionary had a more interesting definition : people who travel for the pleasure of travelling, out of curiosity, and they have nothing better to do and even, for the joy of boasting about it afterwards. " (Donald E Lundberg, **The Tourist Business**, Sixth edition, New York, 1990, P.1)

1.4.5 Submission of Project Report

Prepare two copies and send **one** to us on the following address :

Director,
SR&E Division,
Block 12,
Indira Gandhi National Open University,
Maidan Garhi, New Delhi - 110 068

Do keep a copy of your Project Report with yourself as we shall not send it back to you. Make sure your Project Report also has the declaration, given in Annexure C, duly signed by you and your supervisor.

1.5 EVALUATION

Upon its submission, your report will be sent to an examiner. You must secure a minimum of 40% in your Project Work in order to successfully complete your course. Please **note that the evaluation of your project will take a minimum of two months from the date of submission.**

Remember :

- e Project Work should be original and in your own language;
- You should not copy or reproduce any one **elses'** published or unpublished project or else it would be cancelled;
- e Arguments should be substantiated by your data;
- Information should be properly documented;
- The research methodology adopted by you should be stated at the beginning of your work.
- e Give a bibliography at the end. It should include all your sources like records, documents, reports, interviews, group meetings, newspapers, magazines etc. listed under separate heads.

Ensure that the quality of the Project Report is good. In case you secure less than 40%marks, you will have to do it all over again. In that case, you will have to send a Demand Draft of Rs. 3001- drawn in favour of IGNOU, payable at New Delhi, alongwith your Project Report to Director, SR&E Division, IGNOU.

PART 2.: PROJECT SUGGESTIONS

Mere we have provided you with a list containing **broad themes** from which you can choose your Project. Remember, these are **not** topics to be chosen. These are themes which can be applied to specific studies of areas, institutions or contexts. What you have to do is to pick any of the themes or any aspect of a theme given here and convert that into a topic according to your research inclination, priority and feasibility of study. **You are free to select a theme from outside this list provided your supervisor approves it.**

2.1 PTS-4 Indian Culture : Perspective for Tourism

- 1) The cults or groups in a region or locality with respect to their rituals, socio-religious practices and customs. The study can also focus on specific rituals and customs practised among several groups or cults. Fairs, connected with local **traditions**, religion **and/or** social festivals. It can be a study of the economic **trahsactions** taking place in the fair.
- 3) Fine arts of a region especially various dance forms, music (both vocal and instrumental) and traditions of painting. The project may contain the documentary details pertaining to the practice of the fine arts as also the development and dispersal of these fine arts. You may also study the individual artists who have contributed at national or state level to the development of these art forms.
- 4) Regional forms of theatre including the folk forms. Study of the cinema in a region can also be undertaken. A comparative study of theatre or cinema can also be undertaken.
- 5) Architectural styles, their origin, development and present form. Study of individual monuments, their history, tourist flow, the state of conservation and management can also be of importance. Comparative study of styles and individual monuments can also be made.

2.3 PTS-6 TOURISM MARKETING

Marketing is a vast subject and in tourism it has a special relevance. For your Project, you can pick up any of the following themes :

- 1) Segmentation of tourist market and market analysis (domestic/international)
- 2) Consumer research i.e. profiling tourists (domestic or international tourists)
- 3) Promotion (promotion planning or analysing promotion campaigns carried out by destinations, tourism departments, tour operators, travel agencies etc. : organising promotional events : comparative analysis of promotion strategies : tourism fairs, travel marts. etc.)
- 4) Advertising, publicity and use of media for marketing.
- 5) Comparative analysis of pricing strategies.
- 6) Issues related to seasonal marketing
- 7) Familiarization tours
- 8) Marketing of any product or services like destinations, events, shopping, airlines, accommodation, tourist transport, travel agency, tour operators etc.
- 9) Linkages among various constituents of tourism industry
- 10) Role of technology in tourism marketing
- 11) Distribution Strategies
- 12) Socially responsible marketing

**You must retain the Project Guide till
you have completed the entire
Programme**

In case of any additional academic query you may write to:

Programme Coordinator,
Tourism Studies,
School of Social Sciences,
Indira **Gandhi** National Open University,
Maidan Garhi,
New Delhi - 110 068.

PART 3 : ANNEXURES

ANNEXURE A

**PROJECT PROPOSAL
PROFORMA**

Candidate's Information (to be filled by the candidate)

Date _____

Name _____

Programme Code (DTS/BTS) _____

Course Code

PTS	
-----	--

(give No. 4, 5 or 6)

Enrolment No.

--	--	--	--	--	--	--	--	--	--

Address _____

Regional Centre _____

Study Centre Name _____

Code

--	--	--	--

Title of the Project _____

(enclose the **proposal/synopsis** of the Project)

LETTER/CERTIFICATE OF APPROVAL

(by the supervisor)

I hereby certify that the proposal for the Project entitled (Name of the Project) _____
_____ by (Name of the candidate) _____

has been prepared after due consultation with me. The proposal has my approval and has, to my knowledge, the potential of developing into a comprehensive Project Work. I also agree to supervise the above mentioned Project till its completion.

(Signature of the supervisor)

Name _____

Designation _____

Address _____

ANNEXURE B : First Page of the Project Report

Programme Code _____

Course Code _____

Enrolment No.

--	--	--	--	--	--	--	--	--	--

Study Centre Code

--	--	--	--	--

Regional Centre _____

TOPIC OF THE REPORT

Project Report submitted to the Indira **Gandhi** National Open University in partial fulfillment of the requirements for the award of the Diploma in Tourism **Studies/Bachelors** Degree in Tourism Studies. I hereby declare that this is my original work and has not been submitted elsewhere.

Signature of the Candidate _____

Name of the Candidate _____

Institutional Address, if any _____

Year _____

ANNEXURE C

CERTIFICATE

Certified that the Project Report entitled (Topic of the Project) _____
submitted by (Name of the candidate) _____
is **his/her** own work and has been done under my supervision.

It is recommended that this Project be placed before the examiner for evaluation.

(Signature of the supervisor)

Name: _____

Address: _____

Study Centre: _____

Regional Centre: _____

Date: _____