

- 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. 600/- drawn in favor of IGNOU, payable at New Delhi, along with your Project Report to Dispatch Section, SED, Block 12, IGNOU. (Please verify the fee applicable at the time of submission).

PART 2: PROJECT SUGGESTIONS

Here 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 and make a topic on it provided your supervisor approves it.**

The topic should be focused and not general. For example “Marketing Tourism of India”. “Fair and Festivals of India” or “Environment and Tourism” are general topic, hence these should not be taken. Instead if you take up

- i) Marketing of Kerala by Tourism Department of Kerala;
- ii) Pushakar Fair and its importance in Tourism Field;
- iii) Impact of Tourism Development on Delhi’s environment etc. would be a suitable topic.

2.1 PTS-1 Project on Indian Culture, Environment and 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 practiced among several groups or cults. Fairs, connected with local traditions, religion and/or social festivals. It can be a study of the economic transactions taking place in the fair.
- 2) 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.
- 3) 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.
- 4) 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.
- 5) Sculpture in a region. Comparative study of various styles and forms. Development of a particular style or form over a period of time can also be undertaken.
- 6) Archaeological sites in a region and their relationship with other sites. A comparative study of sites in a region, the tourist flow at these sites and ancillary attractions of any can also be studied.
- 7) Museum in your region/locality. The collection of artifacts in the museum and, their upkeep, interest of local population and tourists in the museum are visible areas. Study of specific category of artifacts in the museum etc. can also be undertaken.
- 8) Crafts and craftsmen specific to a region. The problem of authenticity in craft forms and their commercial potential as also the importance of a craft in the overall commercial production of the region.
- 9) Textiles -production of the small sector, the materials, designs etc. Development over a period of time. Special costume in a region, the development of regional styles over a period of time. Specialist craftsmen involved in the production and organization of production can be studied.

- 10) Tribal cultures in your region. Their social, economic or religious institutions or practices may be studied. Comparative study of tribes in the above areas. Interaction between urban and tribal cultures. Policies regarding tribes (Government or non-Government) and its impact on tribes.
- 11) Government policies on culture -a critical study of these policies. The policies and their effect on tourism etc.
- 12) Local environment -description of the specific features.
- 13) State of conservation -local environment
- 14) Possibilities of developing tourism in your locality/region without harming the environment - various models.
- 15) Developmental activities in your locality and region and their impact on the environment.
- 16) The infrastructural facilities needed for an access to the environmental resources of your locality/ region.
- 17) Listing and classifying the environmental resources of your locality/region.
- 18) Surveying the community's perception of its environmental resources.
- 19) Surveying the visitor behavior with regard to local/regional environment.
- 20) Surveying the environmental protection measures adopted by the Hotels in your town.
- 21) An inventory of the local/regional flora and fauna.
- 22) Potential for the growth of tourism with specific reference to local/regional flora and fauna.
- 23) Study of the physical hydrology of your region/locality.
- 24) Awareness of Environmental Issues in your locality
- 25) Possibilities of interpreting the landscape of your locality and the tourist.
- 26) Rules and regulations regarding protection of environment in your locality.

NOTE:

Project should be based on fieldwork/attachment with industry or a case study.

It should not be copied from Internet / Websites or bought from market. Such projects would be rejected.

2.2 PTS-2 Project on 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 analyzing promotion campaigns carried out by destinations, tourism departments, tour operators, travel agencies etc.; organizing 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, BTS/BAVTM
School of Tourism and Hospitality Services Management
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 (BTS/BAVTM) _____

Course Code

PTS	
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(Give No.1 OR 2)

Enrolment No.

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

Address _____

Regional Centre _____

Study Centre Name _____

Code

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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.

Mail one copy of Project Proposal Proforma to:

Programme Coordinator
(BTS/BAVTM)
SOTHSM
IGNOU, Maidan Garhi,
New Delhi-110068

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: _____

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

Dispatch Section, SED

Block 12, Indira Gandhi National Open University, Maidan Garhi,

New Delhi -110 068

Ph. No. : 29535924-32 Extn. : 2216