



# TAMIL NADU OPEN UNIVERSITY

Chennai - 15

School of History and Tourism Studies

## SPOT ASSIGNMENT

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COURSE - M.A., TOURISM AND TRAVEL STUDIES - Second Year	COURSE CODE	YEAR
TOURISM AND HUMAN RIGHTS	MTTS-21	AY 2017-2018 & CY 2018

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Time: 1 Hour

Total Marks: 25

**Answer the following:**

1. Define human rights and classify the rights.
2. Write an essay on the International covenant on civil and political rights.
3. Describe the directive principles of the state policy.
4. Examine the aims and functions of Amnesty International.
5. Write an essay on the International curbs on women trafficking.



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**COURSE - M.A., Tourism and Travel  
Studies – Second Year**

**COURSE  
CODE**

**YEAR**

**ECO TOURISM**

**MTTS-22**

**AY 2017-2018  
&  
CY 2018**

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**Time: 1 Hour**

**Total Marks: 25**

**Answer the following:**

1. Trace the growth and development of tourism.
2. Explain the guiding principles for ecotourism in indigenous lands.
3. Explain the economic impacts of ecotourism?
4. Evaluate the need for Inter and Intra sectoral coalitions in ecotourism.
5. Describe the role of tour operators in the tourism industry.



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**YEAR**

**PERSONNEL MANAGEMENT**

**MTTS-23**

**AY 2017-2018  
&  
CY 2018**

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**Time: 1 Hour**

**Total Marks: 25**

**Answer the following:**

1. What are the challenges faced by the management in the 21<sup>st</sup> century?
2. What do you know about the ethics of performance appraisal?
3. Write in detail on the process or method services of an Organisation.
4. Write the steps to reduce fatigue and monotony.
5. What are the difficulties faced in recruitment by an organization?



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**COURSE - M.A., Tourism and Travel  
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**COURSE CODE**

**YEAR**

**TOURISM PROMOTION, PUBLICITY AND  
MARKETING**

**MTTS-24**

**AY 2017-2018  
&  
CY 2018**

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**Time: 1 Hour**

**Total Marks: 25**

**Answer the following:**

1. Bring out the impacts of Tourism.
2. Describe the various stages on advertising campaigns.
3. Bring out the importance of advertising.
4. Bring out the significance of Exhibitions.
5. Explain the role played by the hotels in giving warm reception to the tourist.