

**B.A (VOCATIONAL STUDIES)
TOURISM MANAGEMENT**

CHOICE BASED CREDIT SYSTEM

BAVTM

Assignments Booklet

**(For the Learners enrolled in July
2023- January 2024 Sessions)**

**BTMC-131,132, 133,134,135,136,137,138 AND
BTME 141, 143, 144, BTMG-171, 172, BTMS 185**



**School of Tourism and Hospitality Services Management
Indira Gandhi National Open University Maidan Garhi, New
Delhi – 110 068**

Dear Learner,

Please read the section on assignments in the Programme Guide/ Prospectus. A weightage of 30 percent, as you are aware, has been earmarked for continuous evaluation, **which would consist of one tutor-marked assignment** for this course. The assignment is in this booklet, and it consists of three parts, Part A, B and C. The total marks of all the parts are 100.

Instructions for Formatting Your Assignments Before attempting the assignment please read the following instructions carefully:

- 1) On top of the first page of your answer sheet, please write the details exactly in the following format:

ROLL NO.:

NAME:

ADDRESS:

.....

.....

COURSE CODE:

COURSE TITLE:

ASSIGNMENT NO.:

STUDY CENTRE: **DATE:**

PLEASE FOLLOW THE ABOVE FORMAT STRICTLY TO FACILITATE EVALUATION AND TO AVOID DELAY.

- 2) Use only foolscap size writing paper (but not of very thin variety) for writing your answers.
- 3) Leave 4 cm margin on the left, top and bottom of your answer sheet.
- 4) Your answers should be precise.
- 5) Solve Part A, Part B and Part C of this assignment, and **submit the complete assignment answer sheets within the due date.**
- 6) The assignment answer sheets are to be submitted to your Study Centre within the due date. **Answer sheets received after the due date shall not be accepted. We strongly suggest that you retain a copy of your answer sheets.**
- 7) Before you attempt the assignments, please read the instructions carefully provided in the Common Prospectus. It is important that you write the answers to all the TMA questions in your own words. Your answers should be within the approximate range of the word-limit set for a particular section. Remember, writing answers to assignment questions will improve your writing skills and prepare you for the term-end examination.

- 8) Submission of the completed assignments:

Session	Last date of submission	Place of submission
July 2023	30 th April 2024	Coordinator of the student's study center
January 2024	31 st October 2024	

- 9) You must obtain a receipt from the Study Centre for the assignments submitted and retain it. Keep a photocopy of the assignments with you.

The study Centre will return the assignments to you after they are evaluated. Please insist on this. The Study Centre has to send the marks to the Student Evaluation Division at IGNOU, New Delhi.

10) You cannot fill the examination form for this course until you have submitted this assignment.

We wish you good luck.

Dr. Sonia Sharma
Programme Coordinator- BAVTM

BTMC-131 HISTORY OF TOURISM -I

Tutor Marked Assignments

Course Code: BTMC-131

Total Marks: 100

(2023-2024)

Section A

Answer the following in about 500 words each.

1. Write an essay on “Pluralistic character of Indian Society” 20
2. Analyse the changes in the concept of pilgrimage tourism in India from ancient to recent times. 20

Section B

Answer the following in about 250 words each.

3. Define a tourist, tourist product and destination. 10
4. Elaborate the reasons for the growth of tourism. 10
5. Write a note on ancient sub-Saharan Africa’s empire. 10

Section C

Answer the following in about 100 words each.

6. What is “Silk Route”? 6
7. What do you mean by “Christology”? 6
8. How does a discipline evolve? 6
9. What is multidisciplinary approach? 6
10. Why is it necessary to go for joint promotion in tourism? 6

BTMC 132: FUNDAMENTALS OF MANAGEMENT

Tutor Marked Assignments

Course Code: BTMC-132

Total Marks: 100

(2023-2024)

Section A

Answer the following in about 500 words each.

1. Define the term “Business”. Explain the essential features and objectives of business. 20
2. Differentiate between recruitment and selection. Explain the internal and external sources of recruitment along with their respective advantages and disadvantages. 20

Section B

Answer the following in about 250 words each.

3. Differentiate between Sole Trader organisation and Partnership form of organisation. 10
4. Write short notes on the following in about 150 words each: (2X5=10)
 - a) Important Characteristics of an Entrepreneur
 - b) Span of Control
5. Why is training of employees important? Describe two methods of conducting training. 10

Section C

Answer the following in about 100 words each.

6. Describe the hierarchy of managers and their skill requirements. 6
7. Explain the concept and process of delegation of authority. 6
8. Explain the meaning and purpose of Articles of Association (AoA). 6
9. Explain the importance and characteristics of planning. 6
10. What are the main differences between autocratic, democratic and free rein leadership styles? 6

BTMC-133 HISTORY OF TOURISM -II

Tutor Marked Assignments

Course Code: BTMC-133

Total Marks: 100

(2023-2024)

Section A

Answer the following in about 500 words each.

1. Discuss the strategic objectives and strategies for Tourism Development as mentioned in NAPT 2002. 20
2. Why is a Tourist Guide important? How can we classify Tourist Guides? 20

Section B

Answer the following questions in about 250 words each.

3. What do you understand by Tourism Industry? What are the primary and secondary constituents of Tourism Industry? 10
4. Give an account of travel through the ages. 10
5. What is the difference between Imperialism and Socialism? What was the impact of both on Tourism? 10

Section C

Answer the following questions in about 100 words each.

6. What do you understand by Renaissance? 6
7. Define Globalization. Explain the correlation and impact of globalization on Tourism. 6
8. Give an account of the growth and development of Accommodation industry in India. 6
9. Write a brief note on the post war period and holiday practices. 6
10. Write short notes on **any two** of the followings. (2 X3 =6)
 - a) Standardization
 - b) National Consciousness
 - c) Industrial Revolution

BTMC 134: ENTREPRENEURSHIP AND SMALL BUSINESS

Tutor Marked Assignments

Course Code: BTMC-134

Total Marks: 100

(2023-2024)

Section A

Answer the following in about 500 words each.

1. Describe the terms entrepreneur and entrepreneurship. Also discuss the importance of entrepreneurship. 20
2. Indicate the steps involved in the planning process. Explain the various kinds of difficulties start-up companies face. 20

Section B

Answer the following in about 250 words each.

3. What are the key challenges faced by family firms in India? 10
4. Discuss the significance of a business plan. 10
5. Distinguish between the following: (2X5=10)
 - a) Entrepreneurial support system – Financial
 - b) Market forecasting and Demand forecasting

Section C

Answer the following in about 100 words each.

6. Discuss the importance of screening the business ideas. 6
7. What is technical analysis in terms of a business plan? 6
8. Discuss the benefits of contract management. 6
9. Distinguish between a first generation entrepreneur and a second generation entrepreneur. 6
10. What are the various factors considered under Project Appraisal? 6

BTMC – 135 CONCEPT AND IMPACTS OF TOURISM

Tutor Marked Assignments

Course Code: BTMC-135

Total Marks: 100

(2023-2024)

Section A

Answer the following in about 500 words each.

1. Define Motivation. What are the different types of motivation? 20
2. What are the different components of Tourism System? 20

Section B

Answer the following in about 250 words each.

3. Define Mill and Morrison's Consumer Behaviour Model. 10
4. What is the difference between Travel Intermediaries and DMOs? 10
5. Describe the importance of interdisciplinary approach for tourism study. 10

Section C

Answer the following in about 100 words each.

6. What are the different elements of Tourist Destination? 6
7. What is the difference between Transit Visitor and Excursionist? 6
8. How Nature based Tourism can be different from Adventure Tourism. 6
9. What is the role of UNWTO in tourism statistics?6
10. Define the follow: 2X3=6
 - a) Tour Guide
 - b) Features of E-Tourism

BTMC-136 TOURISM MARKETING

Tutor Marked Assignments

Course Code: BTMC-136

Total Marks:100

(2023-2024)

Section A

Answer the following in about 500 words each.

1. What are the different variables for market segment? Explain with examples. 20
2. Discuss the factors influencing Pricing of a product with suitable examples 20

Section B

Answer the following questions in about 250 words each.

3. Discuss the different Marketing Philosophies in brief. 10
4. Explain the steps of Marketing Research Process with the help of a suitable example. 10
5. What is the role of Media in Tourism Promotion? 10

Section C

Answer the following questions in about 100 words each.

6. Define Branding. What are the characteristic of a good brand? 6
7. What is meant by Product Differentiation? What are the criteria for Product differentiation? 6
8. Explain the different levels of Tourism Product with example. 6
9. What are the criteria of classifying the services? 6
10. Write short notes on **any two** of the followings. (2 X3 =6)
 - a) Promotion
 - b) Disadvantages of Digital Marketing
 - c) Destination Marketing Organisations

BTMC- 137: PROFILE OF MODERN TOURISM

Tutor Marked Assignments

Course Code: BTMC-136

Total Marks: 100

(2023-2024)

Section A

Answer the following in about 500 words each.

1. What do you mean by Inbound Tourism and Outbound Tourism? Discuss the pre-requisites of International Travel. 20
2. Define in detail the concept of Health, Medical and Wellness Tourism. 20

Section B

Answer the following in about 250 words each.

3. What do you mean by Tourism Product. What are the different types of Tourist Products? 10
4. What is the difference between Wildlife National Park and Wildlife Sanctuaries? 10
5. What are the seven key areas (7S) identified for tourism development in the National Tourism Policy, 2002? 10

Section C

Answer the following in about 100 words each.

6. What are the advantages and disadvantages of Domestic Tourism in India? 6
7. What are the characteristics of Tourist behaviour? 6
8. What are the objectives of Swadesh Darshan Scheme, launched by Ministry of Tourism (MOT), Government of India? 6
9. What do you mean by measurement of seasonality in Tourism? 6
10. Write short notes on: 2X3=6
 - a) Wedding Tourism
 - b) Space Tourism

BTMC-138 Managerial Accounting and Finance in Tourism

Tutor Marked Assignments
Course Code: BTMC-138
Total Marks: 100
(2023-2024)

Section-A

Answer the following in about 500 words each.

1. What do you mean by term 'Subsidiary Boos'? What are the advantages of subsidiary books? Explain Single column cash book with format of the same. 20
2. Explain the different methods of calculating depreciation value with a suitable example. 20

Section-B

Answer the following in about 250 words each.

3. Describe accounting as an information system. 10
4. What do you mean by double entry system? Distinguish it from single entry system. 10
5. Distinguish between: 10
 - a) Outstanding Expenses and Unexpired Expenses
 - b) Provision for Discount on Debtors and Provision for Discount on Credit

Section-C

Answer the following in about 100 words each.

6. What is profit-volume ratio? 6
7. What is the basic benefit of using the DuPont form of financial statement analysis? 6
8. Write short notes on 'Working Capital'. 6
9. What are the three categories of assets? Explain any one. 6
10. List the key activities of a financial manager? 6

BTME - 141 TOURISM UNDERTAKING

Tutor Marked Assignments

Course Code: BTME 141

Total Marks: 100

(2023-2024)

Section A

Answer the following questions in about 500 words each.

1. Explain the importance of transport regulations and policies in the realm of tourism. 20
2. Define the various tourist circuits of India connected through the road transport system. 20

Section B

Answer the following questions in about 250 words each.

3. Define the following – (2x5=10)
 - a) CRS
 - b) GDS
4. What are the key milestones in the growth and development of railway transportation in our country? 10
5. Discuss the role played by ICAO and DGCA in ensuring civil aviation operations and regulations. 10

Section C

Answer the following questions in about 100 words each.

6. Elaborate upon the different types of Cruise Ports in India. 6
7. Define the following:- (2x3=6)
 - a) IATO
 - b) Business Linkages
8. How Artificial Intelligence (AI) and Chatbot can be used by a five-star hotel? 6
9. What is the difference between Virtual Reality and Augmented Reality? 6
10. Explain the following - (2x3=6)
 - a) Objectives of FHRAI
 - b) Apartment Hotels

BTME 143: PROCEDURE AND OPERATIONS IN TOURISM BUSINESS

Tutor Marked Assignments

Course Code: BTME 141

Total Marks:100

(2023-2024)

Assignment A

Answer the following in about 500 words each.

1. What do you understand by the term 'travel facilitation'? Give an overview of the various travel facilitation services. 20
2. Define a tour package. Describe how a tour operator plans does the costing of a package tour. 20

Assignment B

Answer the following in about 250 words each.

3. Give an overview of the various legislations that directly or indirectly affect and regulate tourism. 10
4. Give an overview of any two important regulations which have an impact on business in the tourism industry. 10
5. Identify four contemporary challenges in airline management and suggest steps to overcome them. 10

Assignment C

Answer the following in about 100 words each.

6. Write short notes on the following: (2X3=6)
 - a) Frequent Flyer or Miles programme
 - b) GATS – General Agreement on Trade in Services
7. Discuss main issues in tourist transport management. 6
8. Give an account of any major GDS. 6
9. Discuss the common issues that require managerial attention. 6
10. What do you understand by Human Resource Planning? 6

BTME-144: GLOBALIZATION

Tutor Marked Assignments
Course Code: BTME-144
Total Marks: 100
(2023-2024)

Section-A

Answer the following in about 500 words each.

1. What were the basic reasons behind establishment of the Regional Development Banks? Discuss their role and contribution they have made in promoting development in their respective regions. 20
2. Trace the history of various developments since the second world war culminating in the formation of different types of regional groupings. 20

Section-B

Answer the following in about 250 words each.

3. Distinguish between GAIT and WTO. Explain the structure and functions of WTO. 10
4. Write a note on EPRG Orientations. 10
5. What are the marketing concepts? Explain the process of evolution of these concepts. 10

Section-C

Answer the following in about 100 words each.

6. What do you mean by trade in services? 6
7. Distinguish between domestic and foreign environments. 6
8. What is globalization? Enumerate three forces of globalization. 6
9. What is TNC? Why firms become transnational? 6
10. Discuss the main features of India's foreign trade. 6

BTMG-171 CULTURE IN INDIAN SUBCONTINENT- I

Tutor Marked Assignments

Course code: BTMG-171

Total marks: 100

(2023-2024)

Section A

Answer the following in about 500 words each.

1. Discuss the position and role of women in the cultural tradition of India. 20
2. Explain the differences between ancient Indian and Islamic styles of architecture. Give suitable examples. 20

Section B

Answer the following in about 250 words each.

3. How the Indian culture evolved over centuries of history? 10
4. Write a brief note on “Anthropological survey of India’s data”. 10
5. What are the achievements of Indian Cinema? 10

Section C

Answer the following in about 100 words each.

6. What is religious tolerance? 6
7. What is “Cults”? 6
8. What is “Viharas”? 6
9. What is “Calligraphy”? 6
10. What do you mean by “Persian Architecture”? 6

BTMG-172 CULTURE IN INDIAN SUBCONTINENT- II

Tutor Marked Assignments

Course code: BTMG-172

Total Marks: 100

(2023-2024)

Section A

Answer the following in about 500 words each.

1. Describe different phases with key characteristics of Indian fine arts. 20
2. What do you mean by cultural institutions? Describe the importance of cultural institutions. 20

Section B

Answer the following in about 250 words each.

3. Why is it important to study visual past in their “specific context”? 10
4. Describe the distinctive features of “Mauryan Sculptures”? 10
5. Describe some forms of house decorating folk art? 10

Section C

Answer the following in about 100 words each.

6. What is “Aesthetic Sensibility”? 6
7. What is “Cultural Festivals”? 6
8. Who is “Prajapati”? 6
9. What do you mean by Naqshabandhas? 6
10. Why is a National museum important? 6

BTMS - 185 AIRPORT HANDLING

Tutor Marked Assignments

Course code: BTMS-185

Total marks: 100

(2023-2024)

Section A

Answer the following in about 500 words each.

1. What do you understand by Air Cargo? What are the different types of Air Cargo? 20
2. What is the role and responsibilities of Airline Management in Passenger handling process? 20

Section B

Answer the following questions in about 250 words each.

3. How can we classify airports based on “Access to the Passenger”? 10
4. Discuss the importance of GDS in changing the business of tourism and travel. 10
5. What are the different types of Air Fares? 10

Section C

Answer the following questions in about 100 words each.

6. What do you understand by disembarkation? 6
7. Differentiate between the following (2 X 3 = 6)
 - i. Aerodrome and Airport
 - ii. Airside and Landside
 - iii. Green and Brown Field Airports
8. What are the different types of (air) journeys? 6
9. Discuss the relevance of ICAO in the aviation sector. 6
10. Answer the following: (2 X 3 = 6)
 - a) 3 letter Country code of Nepal and Brazil
 - b) City Code of Harare and Tokyo
 - c) When local time in Dhaka (DAC) Bangladesh is 1800hrs on 15th August, what is the local time and date in Honolulu (HNL), Hawaiian Islands, USA?