

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

**CHOICE BASED CREDIT SYSTEM**

**BAVTM**

**Assignments Booklet**

**(For the Learners enrolled in July  
2021- January 2022 Sessions)**

**BTMC-131,132, 133,134,135,136,137,138 AND  
BTME 141, 143, BTMG-171, 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 2021	30 <sup>th</sup> April 2022	Coordinator of the <b>student's study center</b>
January 2022	31 <sup>st</sup> October 2022	

- 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 sent 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. Arvind Kumar Dubey**  
**Programme Coordinator- BAVTM**

# BTMC-131 HISTORY OF TOURISM -1

**Tutor Marked Assignments**

**Course Code: BTMC-131**

**Total Marks:100**

**(2021-2022)**

## **Assignment A**

**Answer the following in about 500 words each.**

1. Explain why tourism is difficult to define. Is the tourist product similar to other products? Give suitable examples. 20
2. How is history used as a tourism product? Elaborate with examples. 20

## **Assignment B**

**Answer the following questions in about 250 words each.**

3. Discuss briefly the essence of Buddhism. 10
4. Describe the main reason for the creation of French Riviera Resorts. 10
5. What do you understand by international standards in tourism? 10

## **Assignment C**

**Answer the following questions in about 100 words each.**

6. How can tourism be a threat to itself? 6
7. What is civilization? 6
8. What do you mean by “Caliphate”? 6
9. Why Olympic Games were organized? 6
10. Define “Urbanization”. 6

# BTMC 132: FUNDAMENTALS OF MANAGEMENT

## Tutor Marked Assignments

Course Code: BTMC-132

Total Marks:100

(2021-2022)

### Assignment A

Answer the following in about 500 words each.

1. Define 'commerce' in business terminology? Briefly explain the classification of commerce with suitable examples. 20
2. What are the various forms of business organisations? Explain the merits and limitation of each form of business organisation. 20

### Assignment B

Answer the following questions in about 250 words each.

3. Discuss the various methods of raising finance for a business. 10
4. Write short notes on the following: 4x 2.5 =10
  - a) Difference between 'winding up' and 'dissolution' of a company
  - b) Meaning and purpose of doctrine of ultra vires
  - c) Distinction between memorandum and articles
  - d) Meaning and importance of prospectus
5. Define management and list out its features. Describe the hierarchy of managers and their skill requirements 10

### Assignment C

Answer the following questions in about 100 words each.

6. Describe any two theories of Management. 6
7. What is the role of top management in the planning process? Explain the concept and process of delegation of authority. 6
8. Describe different sources of recruitment and explain different steps in the selection process. 6
9. Explain the importance of control in a business enterprise. What are the requirements of an effective control system? 6
10. Define 'leadership style'. 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**

**(2021-2022)**

## **Assignment A**

**Answer the following in about 500 words each.**

1. What are the different modes of Transportation? Discuss the role and importance of transportation in Tourism. 20
2. Discuss the salient features of National Tourism Policy 2002. 20

## **Assignment B**

**Answer the following questions in about 250 words each.**

3. What do you understand by Renaissance? What are the major impacts and achievements of Renaissance? 10
4. What are the various components of Tourism? 10
5. What is the difference between a Tourist Guide and a Tour Escort? How can we classify Tourist Guides? 10

## **Assignment C**

**Answer the following questions in about 100 words each.**

6. Explain the concept of Tourism System. 6
7. Write a note on the status of women in the society over different periods of time till now 6
8. What is the difference between Imperialism and Socialism? 6
9. What are the objectives and agendas of IATO? 6
10. Write short notes on **any two** of the followings. (2 X3 =6)
  - a) *Swadeshi* Movement
  - b) UNWTO
  - c) Globalization

# **BTMC- 134: ENTREPRENEURSHIP AND SMALL BUSINESS**

**Tutor Marked Assignments**

**Course Code: BTMC-133**

**Total Marks: 100**

**(2021-2022)**

## **Assignment A**

**Answer the following in about 500 words each.**

1. What is Entrepreneurship? Discuss its elements and theories in brief. 20
2. Explain the concept, importance and barriers of creativity and innovation. 20

## **Assignment B**

**Answer the following questions in about 250 words each.**

3. Write short notes on the following: 2x5=10
  - a) Business Incubators
  - b) Tata Business Excellence Model
4. Discuss the significance of a business plan and explain the stages of production planning and control. 10
5. Discuss the importance of environmental analysis of a business plan. Explain any two tools of environmental analysis. 10

## **Assignment C**

**Answer the following questions in about 100 words each.**

6. Explain the elements of marketing analysis. 6
7. Explain the financial and non-financial entrepreneurial support systems. 6
8. Discuss the importance of screening the business ideas. 6
9. What is the concept of start-up? Discuss in brief the basic start-up problems. 6
10. Explain the conflicts in Family Business and its resolution. 6

# BTMC- 135: CONCEPT AND IMPACTS OF TOURISM

**Tutor Marked Assignments**

**Course Code: BTMC-135**

**Total Marks: 100**

**(2021-2022)**

## **Assignment A**

**Answer the following in about 500 words each.**

1. Discuss in detail the emergence of Modern Tourism in India. 20
2. What are the components of Tourism System? Highlight the major points of Leiper's Tourism System Model. 20

## **Assignment B**

**Answer the following questions in about 250 words each.**

3. Define Alternative Tourism. Describe new paradigms of Alternative Tourism. 10
4. What are push and pull factors in tourism motivation? Discuss S.C. Plog's Psychographic Model. 10
5. Differentiate between traveller and tourist. Discuss the typology of tourists. 10

## **Assignment C**

**Answer the following questions in about 100 words each.**

6. What are various linkages in tourism industry? 6
7. What do you understand by Destination Life Cycle? 6
8. Write short notes on the following: 2x3=6
  - a) Ancillary Services in Tourism
  - b) Tourism Satellite Account
9. Explain the importance of tourism demand and supply for planning and development of a destination. 6
10. Discuss the positive and negative impacts of Tourism with respect to any destination. 6

# BTMC-136 TOURISM MARKETING

**Tutor Marked Assignments**

**Course code: BTMC-136**

**Total marks: 100**

**(2021-2022)**

## **Assignment A**

**Answer the following in about 500 words each.**

1. Discuss the different marketing philosophies with examples. 20
2. Enumerate and explain the variables used for market segmentation. 20

## **Assignment B**

**Answer the following questions in about 250 words each.**

3. What do you understand by Research Approach? What are the types of Research Approach? 10
4. Explain the characteristics of Tourism Product. 10
5. Discuss the approaches commonly adopted for the planning of a Tourist Destination. 10

## **Assignment C**

**Answer the following questions in about 100 words each.**

6. Discuss the approaches of Target Marketing with examples. 6
7. Explain the concept of Product Differentiation with examples 6
8. Discuss the nature and importance of Distribution Channels in Tourism. 6
9. Explain the different pricing strategies used by an organization with suitable examples. 6
10. Write short notes on **any two** of the followings. (2 X3 =6)
  - a) 8<sup>th</sup> P of Marketing Mix
  - b) Packaging as a Marketing tool
  - c) Social Media as a Marketing Tool



# BTMC 137: PROFILE OF MODERN TOURISM

**Tutor Marked Assignments**

**Course Code: BTMC-137**

**Total Marks: 100**

**(2021-2022)**

## **Assignment A**

**Answer the following in about 500 words each.**

1. Why is there a need for policy formulation in tourism development? Highlight the main points in the National Tourism Policy of 1982 and 2002 respectively. 20
2. Differentiate between International and Domestic Tourism and outline their respective major characteristics. 20

## **Assignment B**

**Answer the following questions in about 250 words each.**

3. Discuss the impact of terrorism on tourism development citing appropriate examples. 10
4. Write short notes on the following: 4x 2.5 = 10
  - a) Staycation
  - b) Volunteer tourism
  - c) Experiential tourism
  - d) UDAN Scheme
5. Discuss the seasonality concept in relation to tourism and the methods how it can be measured. 10

## **Assignment C**

**Answer the following questions in about 100 words each.**

6. Differentiate between Medical and Wellness tourism. Describe the types, benefits and challenges in Medical tourism. 6
7. Write a detailed note on Special Interest Tourism. 6
8. Explain the various types of travel motivators and travel deterrents. 6
9. What do you understand by the term 'Partnership'? Explain how the concept partnership is used in the tourism industry. 6
10. Discuss the role and importance of Small and Medium Enterprises (SMEs) in the tourism industry. 6

# **BTMC-138: MANAGERIAL ACCOUNTING AND FINANCE IN TOURISM**

**Tutor Marked Assignments**

**Course Code: BTMC-138**

**Total Marks: 100**

**(2021-2022)**

## **Assignment A**

**Answer the following in about 500 words each.**

1. What is Balance Sheet? Describe different methods of arranging assets and liabilities. 20
2. Define a computerised accounting system. Distinguish between manual and computerised accounting system. 20

## **Assignment B**

**Answer the following questions in about 250 words each.**

3. State the main objective of accounting. 10
4. List the functions of Financial Management. 10
5. Describe different flooring in the Retail Store. 10

## **Assignment C**

**Answer the following questions in about 100 words each.**

6. What is profit? 6
7. What is the significance of an Accounting period? 6
8. What is debit note? 6
9. What is flow of funds? 6
10. Distinguish between Fixed Cost and variable Cost. 6

# BTME 141: TOURISM UNDERTAKING

**Tutor Marked Assignments**  
**Course Code: BTME-141**  
**Total marks: 100**  
**(2021-22)**

## Assignment A

**Answer the following in about 500 words each.**

1. Discuss the contribution of transportation in evolution of tourism. 20
2. Explain the role of Information and Communication Technology (ICT) in travel and tourism business. 20

## Assignment B

**Answer the following questions in about 250 words each.**

3. Discuss contributions of ITDC and various hotel brands to Tourism Development in India. 10
4. Discuss in detail new concepts and developments in Accommodation sector. 10
5. Explain in detail the concept of Freedom of Air. 10

## Assignment C

**Answer the following questions in about 100 words each.**

6. Explain Tour Package and discuss its types. 6
7. Explain the role of hotels in tourism industry. 6
8. Write short notes on the following: 3x2=6
  - a) Inland Waterways Authority of India
  - b) Online Travel Agencies (OTAs)
9. Differentiate between Travel Agency and Tour Operator. 6
10. Discuss the impact of Covid-19 on tourism business. 6

# **BTME 143: PROCEDURE AND OPERATIONS IN TOURISM BUSINESS**

**Tutor Marked Assignments**  
**Course Code: BTME-143**  
**Total Marks: 100**  
**(2021-2022)**

## **Assignment A**

**Answer the following in about 500 words each.**

1. Define passport and visa and explain their various types. 20
2. Describe the various ways an Indian citizen can apply for a passport. What are the various requirements for Tatkal Passport service? 20

## **Assignment B**

**Answer the following questions in about 250 words each.**

3. Discuss the importance and types of alliances in the tourism industry. Also outline the role of major organisations/association in forming tourism alliances. 10
4. Give an overview of the various legislations that directly or indirectly affect and regulate tourism. 10
5. Give an account of the history and evolution of Centralised Reservation System (CRS) and Global Distribution System (GDS). Explain any one of them with the help of an example. 10

## **Assignment C**

**Answer the following questions in about 100 words each.**

6. Explain the different types of tour operators and the role of various partners in the tour operation business. 6
7. Write short notes on the following: 4 x 1.5 =6
  - a) Frequent Flyer or Miles programme
  - b) GATS - General Agreement on Trade in Services
  - c) Future trends in reservation
  - d) Quick service and Fast food restaurants
8. Discuss the essential elements in planning and costing a tour itinerary. 6
9. What is the necessity of planning in transport management? Discuss main issues in tourist transport management. 6
10. Discuss the functions of major departments in hotels. 6

## **BTMG-171: Culture in Indian Subcontinent - I**

**Tutor Marked Assignments**  
**Course Code: BTMG-171**  
**Total Marks: 100**  
**(2021-2022)**

### **Assignment A**

**Answer the following in about 500 words each.**

1. Elaborate the contributions made by the Gupta period to our cultural tradition. 20
2. Write an essay on “The tradition of plays in India”. 20

### **Assignment B**

**Answer the following questions in about 250 words each.**

3. What do you mean by tribal identity? 10
4. Discuss various types of marriages practiced by the tribal's. 10
5. Discuss Persian influence on Indian Languages. 10

### **Assignment C**

**Answer the following questions in about 100 words each.**

6. What is rituals? 6
7. What is Marg and Desi Music? 6
8. What is Stupa. 6
9. Briefly describe the features of colonial architecture. 6
10. What is provincial architecture? 6

# BTMS - 185 AIRPORT HANDLING

**Tutor Marked Assignments**

**Course Code: BTME-141**

**Total marks: 100**

**(2021-22)**

## Assignment A

**Answer the following in about 500 words each.**

1. Enumerate and explain the various functions and operations in an Airport. 20
2. Discuss the application of Global Distribution System (GDS) in Tourism. 20

## Assignment B

**Answer the following questions in about 250 words each.**

3. What do you understand by the Greenwich Mean Time and International Date Line?  
Explain the significance of International Date Line with the help of suitable examples. 10
4. Explain the concept of 'Passengers with Special Needs' as usually described by the Airlines. 10
5. 'Modern airports resemble cities'. Comment on the statement and substantiate your answer with suitable examples. 10

## Assignment C

**Answer the following questions in about 100 words each.**

6. Discuss the linkage between World Geography and IATA. 6
7. What do you understand by 'Freedom of Air'? 6
8. What are the different types of Air Tariff? Also mention the factors affecting Air Tariff. 6
9. Discuss the role and functions of AAI. 6
10. Answer **any two** of the followings. (2 X3 =6)
  - a) 3 letter Country code of India and Nigeria
  - b) City Code of Brisbane and Venice
  - c) Airport Code of J.F.Kennedy International Airport at New York City and Washington Dulles International Airport at Washington DC