

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

CHOICE BASED CREDIT SYSTEM

BAVTM

Assignments Booklet

**(For the Learners enrolled in July
2022- January 2023 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 2022 | 30 th April 2023 | Coordinator of the student's study center |
| January 2023 | 31 st October 2023 | |

- 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. Arvind Kumar Dubey
Programme Coordinator- BAVTM

BTMC-131 HISTORY OF TOURISM -1

Tutor Marked Assignments

Course Code: BTMC-131

Total Marks:100

(2022-2023)

Assignment A

Answer the following in about 500 words each.

1. Explain the reason and social condition that led to the growth of tourism in ancient time. 20
2. Who was “Byzantine”? Describe the contributions of Byzantines to modern world. 20

Assignment B

Answer the following questions in about 250 words each.

3. Discuss the different types of tourism. 10
4. Describe purpose of tourism in detail. 10
5. Elaborate the facilities listed for travelers in the “Arthshastra” 10

Assignment C

Answer the following questions in about 100 words each.

6. What is a destination? 6
7. What do you mean by “Special Interest Tourism”? 6
8. Which approach is best for tourism study? 6
9. What is a spectator sport? 6
10. What is redtapism and bureaucracy? 6

BTMC 132: FUNDAMENTALS OF MANAGEMENT

Tutor Marked Assignments

Course Code: BTMC-132

Total Marks:100

(2022-2023)

Assignment A

Answer the following in about 500 words each.

1. Discuss the characteristics of Sole Trader Organisation and Partnership form of Organisation along with their respective merits and limitations. 20
2. Explain the meaning and importance of 'Staffing' as a management function. Describe the Internal and External sources of Recruitment. 20

Assignment B

Answer the following questions in about 250 words each.

3. Explain the two categories of 'Commerce' 10
4. Outline the main features of Human Relations Approach and Behavioural Approach to Management respectively. 10
5. Briefly explain any two theories of motivation. 10

Assignment C

Answer the following in about 100 words each.

6. Differentiate between Ownership Capital and borrowed Capital. 6
7. What are the major functions of a promoter of a company? 6
8. Outline the points of distinction between Memorandum and Articles. 6
9. Describe factors which affect the Span of Control in an organisation. 6
10. What are the qualities that an effective leader should possess? 6

BTMC-133 HISTORY OF TOURISM -II

Tutor Marked Assignments

Course Code: BTMC-133

Total Marks:100

(2022-2023)

Assignment A

Answer the following in about 500 words each.

1. Discuss the different types of accommodation facilities available for tourists. 20
2. What are the components of Tourism? How can we classify Tourist Attraction? 20

Assignment B

Answer the following questions in about 250 words each.

3. What do you understand by Industrial Revolution? What are the factors that led to Industrial Revolution? 10
4. Give an account of the automobile and coach tours. 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. Write a brief note on the Indian National Movement. 6
7. Define Tourism System. Explain the push and pull factors of Tourism System. 6
8. What are the role and responsibilities of a Tourist Guide? 6
9. What do you understand by standardization? Explain with the help of examples. 6
10. Write short notes on **any two** of the followings. (2 X3 =6)
 - a) Renaissance
 - b) Future trends in Transportation
 - c) Cruises

BTMC 134: ENTREPRENEURSHIP AND SMALL BUSINESS

Tutor Marked Assignments

Course Code: BTMC-134

Total Marks:100

(2022-2023)

Assignment A

Answer the following in about 500 words each.

1. Discuss the various sources of generating business ideas and the process of scanning, screening and selecting a workable business idea. 20
2. What role do entrepreneurs associations play in the development of entrepreneurship? Discuss the various financial and non-financial entrepreneurial support systems. 20

Assignment B

Answer the following questions in about 250 words each.

3. What is the significance of entrepreneurship? Explain the elements of entrepreneurship. 10
4. Discuss the process and technique of creativity. 10
5. Explain the financial aspects of Project report appraisal by an external agency. 10

Assignment C

Answer the following in about 100 words each.

6. What are the barriers to effective communication? 6
7. What is a Business Plan? What is its significance? 6
8. How are conflicts in family business resolved? 6
9. Briefly state the various sources of finance available to an entrepreneurial start-up? 6
10. What is the importance of management in small businesses? 6

BTMC – 135 CONCEPT AND IMPACTS OF TOURISM

Tutor Marked Assignments

Course Code: BTMC-135

Total Marks:100

(2022-2023)

Assignment A

Answer the following in about 500 words each.

1. What are the different approaches to Tourism Studies? Explain in details. 20
2. Describe Maslow's Need Hierarchy Theory of Motivation. 20

Assignment B

Answer the following in about 250 words each.

3. What are the factors that affect Demand & Supply in Tourism? 10
4. What are the different types of Alternative Tourism? 10
5. Describe the various environmental components which affect the tourism system . 10

Assignment C

Answer the following in about 100 words each.

6. Describe Leisure and Recreation in context to Tourism. 6
7. Differentiate between Traveller and Tourist. 6
8. Differentiate between Ecotourism and Rural Tourism. 6
9. What are the Push and Pull factors in tourism motivation. 6
10. Write short notes on the following: (2x3=6)
 - (i) Tour Escorts
 - (ii) Theme Parks

BTMC-136 TOURISM MARKETING

Tutor Marked Assignments

Course Code: BTMC-136

Total Marks:100

(2022-2023)

Assignment A

Answer the following in about 500 words each.

1. Discuss the different elements of Marketing Mix in brief. 20
2. Define Target Marketing. Explain the process of Target Marketing with the help of suitable examples. 20

Assignment B

Answer the following questions in about 250 words each.

3. Discuss the importance of marketing with examples from the Tourism Industry. 10
4. Explain the process of Personal Selling with suitable examples from the travel and tourism. 10
5. Discuss the internal and external factors that influence pricing. 10

Assignment C

Answer the following questions in about 100 words each.

6. Define Positioning. What are the methods of positioning? 6
7. What is the need and importance of Market Segmentation? 6
8. Explain the Tourism Product Life Cycle with examples. 6
9. Discuss the role of social media as a marketing tool. 6
10. Write short notes on **any two** of the followings. (2 X3 =6)
 - a) Research Approach
 - b) Distribution Channels in Tourism
 - c) Destination Marketing

BTMC - 137 PROFILE OF MODERN TOURISM

Tutor Marked Assignments

Course Code: BTMC-136

Total Marks:100

(2022-2023)

Assignment A

Answer the following in about 500 words each.

1. Why do we need Tourism Policy? Discuss in detail with suitable examples. 20
2. What do you mean by accommodation industry? How does it contribute to Indian economy? 20

Assignment B

Answer the following in about 250 words each.

3. Is it possible to develop intangible heritage for tourism? Justify your answer. 10
4. How does Domestic tourism affect the future of India? 10
5. Discuss the relationship between Transport and Tourism. 10

Assignment C

Answer the following in about 100 words each.

6. Differentiate between Inbound and Outbound tourism. 6
7. Do you think terrorism affect tourism? Answer with suitable examples. 6
8. Does 'PRASAD' Scheme help tourism promoters? Explain briefly. 6
9. What is motivation? 6
10. Host behaviour is one of the important infrastructures in tourism. Justify the statement. 6

BTMC-138 Managerial Accounting and Finance in Tourism

Tutor Marked Assignments

Course Code: BTMC-138

Total Marks: 100

(2022-2023)

Assignment-A

Answer the following in about 500 words each.

1. What are the advantages of maintaining a Petty Cash Book? Explain the method of balancing and posting the Petty Cash Book. 20
2. Explain the different methods of calculating Return on Assets with a suitable example. 20

Assignment-B

Answer the following in about 250 words each.

3. Describe the advantages and limitations of accounting. 10
4. What do you mean by accounting concepts? Briefly explain the accounting concepts which guide the accountant at the recording stage. 10
5. What are Accounting standards? What is the need of issuing accounting standards? 10

Assignment-C

Answer the following in about 100 words each.

6. What is a journal entry? 6
7. Differentiate between Fixed Assets and Semi-fixed Assets. 6
8. Explain the different formal and informal credit arrangements. 6
9. What are the uses of ratio analysis? 6
10. What is cash flow statement? 6

BTME - 141 TOURISM UNDERTAKING

Tutor Marked Assignments

Course Code: BTME 141

Total Marks:100

(2022-2023)

Assignment A

Answer the following in about 500 words each.

1. Elaborate on different types of transportation that are significant in tourism. 20
2. New Age Travel and Hospitality brands have become world leaders and have redefined the business model for the future. Elaborate with examples. 20

Assignment B

Answer the following questions in about 250 words each.

3. What are the objectives and activities of the following: (5x2=10)
 - (i) IATO
 - (ii) TAAI
4. Explain the importance of application of Artificial Intelligence (AI), Internet of Things (IOT) and Big Data in Tourism. 10
5. Discuss the various categories/classification of hotels by the Ministry of Tourism, Govt. of India. 10

Assignment C

Answer the following questions in about 100 words each.

6. Elaborate upon the concept of Legacy Vintage Hotels. 6
7. Write short notes on the following: (3x2=6)
 - (i) Chatbots
 - (ii) GDS
8. What are the various divisions of IRCTC and highlight the core strengths of the Company. 6
9. Discuss the functions of the following organisations: (3x2=6)
 - (i) UNWTO
 - (ii) IATA
10. Discuss the initiatives taken by the Ministry of Tourism in context of : (3x2=6)
 - (i) NIDHI Scheme
 - (ii) SATHI Initiative

BTME 143: PROCEDURE AND OPERATIONS IN TOURISM BUSINESS

Tutor Marked Assignments

Course Code: BTME 141

Total Marks:100

(2022-2023)

Assignment A

Answer the following in about 500 words each.

1. What do you understand by travel facilitation? Explain important areas of tourist facilitation. 20
2. Define a Packaged Tour. Discuss the essential elements in planning and costing a tour itinerary. 20

Section B

Answer the following questions in about 250 words each.

3. Write a note on Travel Loyalty Programmes. 10
4. Explain any two important travel-related regulations applicable in India. 10
5. Discuss the importance of Human Resource Management in tourism. 10

Section C

Answer the following in about 100 words each.

6. What are the different types of Passports issued in India? 6
7. List 6 important points which a service provider should keep in mind while handling guests' complaints. 6
8. What are the different meal plans in hotels? 6
9. Give a brief profile of 'Amadeus'. 6
10. Outline the importance of International Cooperation and Agreements in tourism. 6

BTME-144 GLOBALIZATION

Tutor Marked Assignments

Course Code: BTME-144

Total Marks: 100

(2022-2023)

Assignment-A

Answer the following in about 500 words each.

1. Evaluate the advantages and disadvantages of Foreign Direct Investment (FDI). What is your opinion on the role of FDI in the economic development of the host country? Explain. 20
2. What were the basic reasons for setting up the International Monetary Fund (IMF)? Explain the objectives and functions of IMF. 20

Assignment-B

Answer the following in about 250 words each.

3. How could an Indian firm take advantage of the positive aspects of a regional grouping to step up its exports? 10
4. Describe various ethical vs. unethical activities of Multinational Corporations. 10
5. What is marketing mix? Explain the components of marketing mix. 10

Assignment-C

Answer the following in about 100 words each.

6. What do you mean by Portfolio Investment? 6
7. What do you mean by General Agreement on Trade in services? 6
8. What is EPCG Scheme? 6
9. What do you mean by electronic data interchange? 6
10. What do you mean by the term Intellectual Property Rights? 6

BTMG-171 CULTURE IN INDIAN SUBCONTINENT -I

Tutor Marked Assignments

Course code: BTMG-171

Total marks: 100

(2022-2023)

Assignment-A

Answer the following in about 500 words each.

1. Write a note on the social concerns developed during National Movement. 20
2. Explain the salient features of ancient Indian architecture. 20

Assignment-B

Answer the following in about 250 words each.

3. What are the religious practices of the Garos?. 10
4. Discuss the works of Kalidas. 10
5. Describe the features of Rock cut architecture. 10

Assignment-C

Answer the following in about 100 words each.

6. Write main forms of Hindustani music? 6
7. List ancient Indian scientific literature. 6
8. What is “folk theatre”? 6
9. What is Vesara Temples? 6
10. What is “Jataka Tales”. 6

BTMG-172 CULTURE IN INDIAN SUBCONTINENT- II

Tutor Marked Assignments

Course code: BTMG-172

Total marks: 100

(2022-2023)

Assignment-A

Answer the following in about 500 words each.

1. How can one link fair and festivals with tourism promotion? Discuss with examples. 20
2. What is “Audience”? Discuss the historical role of patronage in India. 20

Assignment-B

Answer the following in about 250 words each.

3. Describe the features of modern Indian paintings. 10
4. Discuss the problems faced by handloom sectors. 10
5. Describe the features of major temple styles of India. 10

Assignment-C

Answer the following in about 100 words each.

6. What is popular culture? 6
7. Why were Zonal Cultural Centers set up by the Government? 6
8. Why the craft of ivory has been banned in India? 6
9. What is museum? 6
10. What is “Conservation”? 6

BTMS - 185 AIRPORT HANDLING

Tutor Marked Assignments

Course code: BTMG-172

Total marks: 100

(2022-2023)

Assignment-A

Answer the following in about 500 words each.

1. Define Airport. How can we classify and identify airports? 20
2. Discuss the latest trends in the aviation industry and their implication for Tourism Industry. 20

Assignment-B

Answer the following questions in about 250 words each.

3. What are the different types of VISA? Also mention the types of information that can be collected from VISA? 10
4. Explain the process of “Embarkation” with the help of a diagram. 10
5. Discuss the function and role of IATA. 10

Assignment-C

Answer the following questions in about 100 words each.

6. What are the different types of journeys in air travel? 6
7. Differentiate between **any two** of the following 2 X 3 = 6
 - i. Greenwich Mean Time and International Date Line
 - ii. Continents and Oceans
 - iii. Sabre GDS and Amadeus GDS
8. Define Air Tariff. What are the factors that impact Air Tariff? 6
9. What is the relevance of AAI in the aviation sector? 6
10. Answer the following: (2 X3 =6)
 - a) What is the local time in Lagos (LOS), Nigeria when it is 2100 hours local time in Beijing (BJS), China on 1st September?
 - b) What is the local time in Milan, Italy when it is 0430hrs in La Paz, Bolivia on 27th September?