

ASSIGNMENT

BACHELOR OF TOURISM AND TRAVEL MANAGEMENT BFTTM/BFTTMOL

BTSC-106: PRINCIPLES OF TOURISM MANAGEMENT

Due date of submission.

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| 1. | For June TEE. | 30 th April |
| 2. | For December | TEE. 31 st October |

**INDIRA GANDHI NATIONAL OPEN UNIVERSITY
SCHOOL OF TOURISM AND HOSPITALITY SERVICES MANAGEMENT**

BTSC-106 - PRINCIPLES OF TOURISM MANAGEMENT
(TUTOR MARKED ASSIGNMENT)

Course Code: BTSC-106
Total Marks: 100

Programme: BFTTM/BFTTMOL
Assignment Code: BTSC-106/ TMA/2026

Note: This TMA consists of ten questions, out of which you have to attempt any five. The question carries 20 marks each and should be answered in about 600 words each. Send your TMA to the coordinator of your Study Centre.

1. What do you understand by Management Information System (MIS)? Discuss the role of Information Technology in tourism management with suitable examples. 20
2. Describe the concept of Entrepreneurship. Discuss the qualities required for an entrepreneur to be successful in the tourism sector. 20
3. Write short notes on the following: 2×10=20
 - (a) Span of Control
 - (b) Delegation of Authority
4. Why should a tourism organization adopt a policy of Public Relations? Discuss the role, functions, and challenges of Public Relation department in promoting tourism in India. 20
5. Discuss the importance of Human Resource Management in tourism services. What are the key steps involved in the recruitment and selection process? 20
6. Explain the concept of Financial Management. Discuss the various sources of raising funds for a tourism enterprise. 20
7. Write short notes on any two of the following: 2×10=20
 - a) Marketing Mix
 - b) Budgetary Control
 - c) Travel Vouchers
8. What are the different corporate forms in tourism? Discuss the advantages and disadvantages of Sole Proprietorship and Partnership forms of business. 20
9. Discuss the role and functions of a Tour Operator. Explain the process of costing a tour package. 20
10. Write short notes on the following: 2×10=20
 - a) Planning and Marketing of Tourist Transport Services
 - b) Environmental responsibilities of Transport Operator