

**MASTER OF TOURISM & TRAVEL  
MANAGEMENT**

**(CATEGORY 1 & 2)**

**(SEMESTER 3 & 4)**

**MTTM/MTM (Second Year)**

**Assignments Booklet**

**2023**

**(January & July Academic Cycles)**

**Applicable for June and December 2023 TEE**

**MTTM - 9 TO 15 and MTTM 115**



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

## NOTE

MTTM 115 'MICE Management' is a revised course offered to students enrolled from July 2020 Academic cycle onwards.

Students enrolled in July 2020 Academic cycle and afterwards will submit the assignment of **MTTM 115 MICE Management** instead of the old MTTM 15 **Meetings, Incentives, Conferences and Expositions** Course.

Students enrolled before July 2020 Academic cycle, i.e those enrolled till January 2020 academic cycle will submit the assignment of MTTM 15 **Meetings, Incentives, Conferences and Expositions** Course.

## MTTM ASSIGNMENTS

Dear Student,

You will have to do **One** assignment in each of the courses, i.e., MTTM-09 to 15, MTTM 115. All these are Tutor Marked Assignments (TMAs).

Before attempting the assignments please read the instructions provided in the MTTM Programme Guide.

**Note:** All Assignments must be **submitted in time** in order to appear in the Term-end examination and they should be **sent to the Coordinator of your Study Centre**. You must mention your enrolment number, name, address, Assignment code and Study Centre Code on the first page of the assignment.

**You must obtain a receipt from the study centre for the assignments submitted and retain it. If possible, keep a photocopy of the assignments with you.**

**After evaluation, the assignments have to be returned to you by the study centre. Please insist for this and keep them as a record with you.** The Study Centre has to send the marks to Student Evaluation Division (SED) at IGNOU, New Delhi.

### GUIDELINES FOR DOING ASSIGNMENTS

We expect you to answer each question in about 500 words or as mentioned in the assignment. You will find it useful to keep the following points in mind:

- 1) **Planning:** Read the assignment questions carefully. Go through the Units on which they are based. Make some points regarding each question and then rearrange them in a logical order.
- 2) **Organisation:** Be a little selective and analytic before drawing up a rough outline of your answer. Give adequate attention to your introduction and conclusion.

Make sure that your answer:

- a) is logical and coherent;
  - b) has clear connections between sentences and paragraphs; and
  - c) is written correctly giving adequate consideration to your expression, style and presentation.
- 3) **Presentation:** Once you are satisfied with your answers, you can write down the final version for submission, writing each answer neatly and underlining the points you wish to emphasise.

Wishing you all the best

**Programme Coordinator,  
(MTTM)**

## DATE OF SUBMISSION OF ASSIGNMENTS

**Reminder:** All Assignment must be sent to the **Coordinator of your Study Centre**. You must mention your enrolment number, name, address, Assignment code and Study Centre Code in the first page of the assignment.

<b>Semester &amp; Courses (2<sup>nd</sup> Year)</b>	
<b>Semester III</b> MTTM 09 MTTM 10 MTTM 11 <b>MTTM 16</b> <b>(Dissertation)</b>	<b>Semester IV</b> MTTM 12 MTTM 13 MTTM 14 MTTM 15/MTTM 115

### Date of Submission of Assignments

<b>For June Term End Examination 2023</b>	<b>For December Term End Examination 2023</b>
15 <sup>th</sup> April 2023	15 <sup>th</sup> October 2023

\* Keep checking the IGNOU website for any change in the date of submission

**MTTM 9: UNDERSTANDING TOURISM MARKETS**  
**(Tutor Marked Assignment)**

**Course Code: MTTM 9**  
**Total Marks: 100**

**Programme: MTTM**  
**Assignment Code MTTM 9/TMA/2023**

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**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 **500 words**. Send your TMA to the Coordinator of your Study Centre.

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1. What is meant by Tourism Markets? Discuss the importance of intra-regional and inter-regional tourism flow in the context of Indian tourism market. 20
2. Explain the various types of information which should be generated to enable effective tourism marketing decision making. 20
3. Why do we need to segment markets? Discuss the various tourism market segmentation variables. 20
4. How is East-Asia Pacific region an important tourism generating market for India. Explain with suitable example. 20
5. Define Market research and its purpose in tourism industry. Explain the survey methodologies in market research. 20
6. Write a detailed note on the potential and dimensions of Indian domestic tourism. 20
7. Discuss the characteristics of Japanese and Chinese outbound tourism market respectively. 20
8. Differentiate between NRI and PIOs. As the Marketing manager of a tour operation company, discuss the various issues which you will have to address while targeting these market segments. 20
9. Explain with suitable examples the market constraints in developing Indian tourism industry. 20
10. Write short notes on the following (4x5=20)
  - a) Destination specific travel motivators
  - b) Market-led tourism
  - c) Alternative forms of tourism
  - d) Forecasting in tourism

**MTTM-10: TOURISM IMPACTS  
(TUTOR MARKED ASSIGNMENT)**

**Course Code: MTTM-10**  
**Total Marks: 100**

**Programme: MTTM**  
**Assignment Code: MTTM-10/TMA/2023**

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**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 **500 words each**. Send your TMA to the Coordinator of your Study Centre.

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1. Describe in detail types of economic analysis done to measure the tourism impacts. 20
2. What do you understand by tourism carrying capacity? Calculate tourism carrying capacity of any beach area. 20
3. Discuss the global characteristics of travel and tourism. 20
4. How tourism, artisans and crafts are interrelated. Give suitable examples. 20
5. Write an essay on “Tourism related gambling and use of drugs”. 20
6. Write short notes on 2x10=20
  - a) Cultural attraction
  - b) Contrived attractions
7. “Authenticity and historicity go hand in hand”. Critically analyse the statement. 20
8. Discuss the impacts resulting from increased human use of wildlife area. Give suitable examples. 20
9. Discuss the impacts of tourism on “Mountain Environment”. How to minimise the same. 20
10. Write short notes on the following: 2x10=20
  - a) NGO’s role in tourism
  - b) Relevance of tourism legislation

**MTTM-11: TOURISM PLANNING AND DEVELOPMENT**  
**(Tutor Marked Assignment)**

**Course Code: MTTM 11**  
**Total Marks: 100**

**Programme: MTTM**  
**Assignment Code: MTTM 11/TMA/2023**

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**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 **500 words**. Send your TMA to the Coordinator of your Study Centre.

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1. Discuss the importance of tourism planning by highlighting the various steps involved in the planning process. 20
2. Write short notes on the following: 2x10=20
  - a) Interactive Planning & Conventional Planning
  - b) Components of a Tourism system
3. What do you understand by environmental planning process? Discuss the steps involved in the environmental planning process. 20
4. What are the various techniques that can be applied to enhance the economic benefits of tourism. 20
5. "Tourism is a highly political phenomenon". Elaborate on the statement by emphasizing on the role of government in tourism planning. 20
6. Discuss the major elements of plan implementation in tourism. 20
7. Discuss the role played by the public and private sector in tourism planning. 20
8. What do you understand by a tourism region? What aspects would you cover in a regional tourism plan? 20
9. Write short notes on the following:- 2x10=20
  - a) Components of Tourism Development
  - b) Checklist technique in plan formulation
10. Describe the type of planning required for Theme Parks and Convention Centres. 20

**MTTM-12: TOURISM PRODUCTS: DESIGN AND DEVELOPMENT**  
**(Tutor Marked Assignment)**

**Course Code: MTTM 12**  
**Total Marks: 100**

**Programme: MTTM**  
**Assignment Code: MTTM 12/TMA/2023**

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**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 **500 words**. Send your TMA to the Coordinator of your Study Centre.

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1. 'Food tourism is a Cultural Tourism Product of India whose full potential is yet to be explored'. Examine the statement with the help of suitable examples. 20
2. Explain the process of a new product development. Substantiate your answer with suitable examples from the Tourism Industry. 20
3. Define and classify Destinations. Explain the principles of Destination Development with examples. 20
4. Discuss the scope of ecology and wildlife tourism in India. Also explain the need of sensitising tourists visiting the area. 20
5. Write short notes on any two of the following: 2x10 = 20
  - i. Religious Tourism
  - ii. Medical Tourism
  - iii. Beach and Island Tourism
6. Define Special Interest Tourism (SIT). Explain the various factors that need to be considered while developing SIT Tourism Product. 20
7. Define Ethnic Tourism. Explain how Ethnic tourism can be developed as a Tourism Product. Support your answer with suitable examples. 20
8. Define Resorts. Discuss the growth trend of Indian Resort market outlining the challenges faced and handled by the Resort sector in India in recent times. 20
9. What are the various types of events? How can we use Events for the promotion of Tourism in India? Substantiate your answer with suitable examples. 20
10. Write short notes on any two of the following: 2x10 = 20
  - i. Carrying Capacity of a Tourist Destination
  - ii. Cruise Tourism in India
  - iii. Sustainable Tourism Practices



**MTTM-13: TOURISM OPERATIONS**  
**(Tutor Marked Assignment)**

**Course Code: MTTM 13**  
**Total Mark: 100**

**Programme: MTTM**  
**Assignment Code: MTTM 13/TMA/2023**

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**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 **500 words**. Send your TMA to the Coordinator of your Study Centre.

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1. Discuss the tourism development benefits to residents. 20
2. What is the importance of training and retaining of employees? Give suitable examples. 20
3. “Tour Operations are highly vulnerable to unforeseen circumstances and factors”. Elaborate with examples. 20
4. How one will manage escort services effectively? Which types of skills are required for escort services? 20
5. Write an essay on “Use of technology in travel and tourism”. 20
6. Write short notes on 2x10=20
  - a) Air Travel Providers
  - b) Challenges in Travel trade
7. Describe the features of 5 Star category’s hotel. 20
8. Describe in detail different organisational structure of a hotel. 20
9. Discuss organisation and functions of housekeeping department. 20
10. Write short notes on 2x10=20
  - a) Designing a Restaurant.
  - b) Role of unorganised hotel sector.

**MTTM-14: TOURIST TRANSPORT MANAGEMENT  
(ROAD TRANSPORT)  
(Tutor Marked Assignment)**

**Course Code: MTTM 14**  
**Total Marks: 100**

**Programme: MTTM**  
**Assignment Code: MTTM 14/ TMA/2023**

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**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 **500 words**. Send your TMA to the Coordinator of your Study Centre.

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1. Discuss the infrastructural and capital requirements associated with the setting up of a tourist transport business. Substantiate your answer with relevant examples. 20
2. Discuss the Role of Private Sector in the management of Tourist Transport System. 20
3. Discuss the role of Indian Tourist Transport Association (ITTA) in promoting the cause of tourist transporters in India. 20
4. What is selling? Explain the application of marketing mix in tourist transport operations with suitable examples. 20
5. Write short notes on any two of the following: 2x10=20
  - i) Demand Forecasting for Tourist Transport (Road)
  - ii) Offences under Motor Vehicle Act
  - iii) Recruitment and selection in tourist transport (Road)
6. Discuss the duties and role of a Manager in Tourist Transport Business. 20
7. What do you understand by Customer Care? What are the various steps of customer complain handling in a Tourist transport business? 20
8. Write a detailed note on Permits in Transport Business with special reference to Tourist Permits. 20
9. Explain the concept of car rental agencies. Explain rent a cab scheme and its marketing. 20
10. Write short notes on any two of the following: 2x10=20
  - i) Leverages in Tourist Transport Business
  - ii) Personal Selling in Tourist Transport Business
  - iii) Variable Cost in Tourist Transport Operations

**MTTM-15: Meetings, Incentives, Conferences and Expositions  
(Tutor Marked Assignment)**

**Course Code: MTTM15  
Total Marks: 100**

**Programme: MTTM  
Assignment Code: MTTM 15/TMA/2023**

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**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 **500 words**. Send your TMA to the Coordinator of your Study Centre.

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1. Explain the concept of Business travel and MICE tourism. State the special needs of the business traveler as compared to general tourists. 20
2. Write a detailed note on 'Convention Management. 20
3. What do you understand by 'Incentive Travel'? Prepare an itinerary for an Incentive tour for Executive Levels of a firm for a destination within India. 20
4. How do MICE contribute to successful operations of high-end hotels and resorts? 20
5. Discuss the importance and role of Sponsors in marketing and promotion of Conventions. 20
6. Who is a Meeting Planner? Describe his/her role at different stages of planning for an Event. 20
7. For what purpose are Trade Fairs and Exhibitions usually organized? Outline the role of major players involved in planning, designing and organizing Trade fairs? 20
8. Discuss the various areas that would require a special set of planning as far as MICE is concerned. 20
9. As the Manager of a Travel Agency, how will you attract business travelers and increase your Agency's Business travel share? 20
10. Explain the term "Marketing Plan". How will you develop a Marketing Plan for an Event? 20

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**MTTM 115: MICE Management**  
**(Tutor Marked Assignment)**

**Course Code: MTTM115**  
**Total Marks: 100**

**Programme: MTTM**  
**Assignment Code: MTTM 115/TMA/2023**

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**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 **500 words**. Send your TMA to the Coordinator of your Study Centre.

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1. Discuss the characteristics and requirement of a business traveller. How are the requirements different from those of a leisure tourist? 20
2. What is Incentive travel and what are its objectives? Discuss the important considerations in managing Incentive travel. 20
3. Explain the role and importance of MICE in tourism development. 20
4. List the significance of the meeting and convention business in tourism and hospitality industry. Explain the process of planning for a convention. 20
5. Discuss the various service quality issues in business tourism. Suggest how these issues can be effectively addressed. 20
6. Discuss the various uses of ICT in MICE industry. 20
7. Discuss the on-site management and spot- management of convention. 20
8. Describe the benefits to companies for participating in Travel Fairs and Travel Marts. Explain any two prominent travel fairs/marts. 20
9. Explain the process involved in Event Management. 20
10. Elaborate the skills and qualities required to be a successful entrepreneur in MICE business. Why is 'shared leadership' an important concept in the growth of a company? 20