

**MASTER OF TOURISM & TRAVEL
MANAGEMENT**

(CATEGORY 1 & 2)

(SEMESTER 3 & 4)

**MTTM (Second Year)
Assignments Booklet
2024**

**(January & July Academic Cycles)
Applicable for June and December 2024 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**

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.

Semester & Courses (2nd Year)	
Semester III MTTM 09 MTTM 10 MTTM 11 MTTM 16 (Dissertation)	Semester IV MTTM 12 MTTM 13 MTTM 14 MTTM 15/MTTM 115

Date of Submission of Assignments

For June Term End Examination 2024	For December Term End Examination 2024
30 th April 2024	30 th October 2024

* 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/2024

Note: This TMA consists of **ten questions**, out of which you must **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.

1. "For understanding tourism market, a strong research data base is required". Explain this statement with the help of examples. 20
2. Why is it important to segment tourist markets? Discuss the various factors considered for segmenting tourism markets. 20
3. What are the various sources of information about a tourist destination? How is this information relevant for tourists? 20
4. Write an essay on the potential and dimensions of Indian Domestic tourism. 20
5. Why is UK an important source market for Indian tourism? Discuss the profile of British tourists visiting India. 20
6. List the different types of emerging tourism activities. Enumerate the basic differences between Market - led and Alternative tourism products and their marketing styles. 20
7. How can we market India to the Gulf countries? Give suggestions. 20
8. Discuss the market constraints for the development of tourism in India. How can we overcome these challenges? 20
9. Identify the reasons why NRI's constitute a major source market for Indian tourism. As the Marketing Manager of a Tour Operation Company, suggest marketing strategies you would adopt to target them. 20
10. Write short notes on the following in about 150 words each: 4X5=20
 - a) Time share market
 - b) Types of travel motivators
 - c) Emerging travel trends
 - d) Influence of social media on tourist decision making process

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

**Programme: MTTM
Total Marks: 100**

**Course Code: MTTM-10
Assignment Code: MTTM-10/TMA/2024**

Note: This TMA consists of **ten questions**, out of which you must **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.

1. What is sustainable development? How can development of tourism be sustainable? Give suitable examples. 20
2. Write an essay on “Global Tourism effect”? 20
3. Discuss the characteristics of “Economic impacts”. 20
4. Discuss” Local Agenda 21 and its significance”. 20
5. Discuss the potential determinants of carrying capacity in tourism. 20
6. What are the issues of guest-host interactions? 20
7. What are the benefits of study of social impacts of tourism? Give Examples. 20
8. Write short notes on: 2X10=20
 - i). Role of Gambling in tourism
 - ii). Role of Drugs in tourism
9. Describe eco-tourism resources of India? 20
10. Write short notes on: 2X10=20
 - i) Organizations involved in wildlife conservation.
 - ii) Tourism impacts on mountain environment.

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

Course Code: MTTM 11
Total Marks: 100

Programme: MTTM
Assignment Code: MTTM 11/TMA/2024

Note: This TMA consists of **ten questions**, out of which you must **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.

1. What are the different levels of Tourism Planning? Discuss the various elements of tourism addressed in the national level of tourism planning. 20
2. What do you understand by tourism plan? Discuss tourism plan formulation using checklist technique. 20
3. Define local level tourism planning. Critically examine the role of local bodies in developing tourism in our Country. 20
4. Discuss the measures undertaken by the Ministry of Tourism, Government of India for sustainable Tourism Development. 20
5. Planning tourist attractions is an important component of the planning process. How would you plan for special tourist attractions? 20
6. Why local level planning is important at tourism destinations? Suggest measures in this regard for better results. 20
7. Why strategic planning is necessary in tourism? Elaborate on the importance of strategic management in tourism. 20
8. Write short notes on any two of the following: 2X10=20
 - a) Tourist Resort Development
 - b) Elements of Plan implementation in Tourism
 - c) Considerations of Planning a historical site
9. Explain how regional tourism planning can be incorporated into national level planning. 20
10. Write a note on UNWTO guidelines on Sustainable Tourism Development. 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/2024

Note: This TMA consists of **ten questions**, out of which you must **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.

1. What do you understand by Services Mix? Explain with examples from Tourism Industry. 20
2. Define Product. Enumerate the development issues to be considered while designing a tourism product. 20
3. Define and classify Destinations. Explain the principles of Destination Development with examples. 20
4. Discuss the scope of developing Beach Tourism Destination in India. Also design a Beach Tourism Product. 20
5. Write short notes on any two of the following: 2x10 = 20
 - i. Ethnic Religious Tourism
 - ii. wildlife Medical Tourism
 - iii. Adventure tourism Beach and Island Tourism
6. Enumerate the difference as well as linkage between Health, Wellness and Medical Tourism. Explain with the help of suitable examples. 20
7. 'All the festivals of India are potential Cultural Tourism Products'. Examine the statement with the help of suitable examples. 20
8. What are the characteristics of religious tourism? Bring out the issues and considerations for designing religious tourism products in India. 20
9. Explain the origin and present scenario of cruise industry. Write about the typologies of cruise products and its potential in India. 20
10. Write short notes on **any two** of the following: 2x10 = 20
 - i. Developing Special Interest Tourism (SIT)
 - ii. Interpretation as a component of Tourism Product
 - iii. Events for the promotion of Tourism

MTTM-13: TOURISM OPERATIONS
(Tutor Marked Assignment)

Course Code: MTTM 13
Total Mark: 100

Programme: MTTM
Assignment Code: MTTM 13/TMA/2024

Note: This TMA consists of **ten questions**, out of which you must **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.

1. Describe different elements involved in tourism operations. 20
2. What are the benefits of tourism development to the local residents? Give examples. 20
3. What is quality management? How customer care is different from caring for customers in tourism? 20
4. Write an essay on “Human Resource Planning and Development”. 20
5. Write short notes on: 2X10=20
 - i) Inbound Tour Operations
 - ii) Outbound Tour Operations
6. Describe logistics required in tour operations. 20
7. Critically analyze different source of revenue available to travel and tourism industry. 20
8. What are the issues related to sales of travel agency products? 20
9. Discuss the role of Timeshare Apartments in travel and tourism industry. 20
10. Note short notes on: 2X10=20
 - i) The Electronic Front Office
 - ii) Food Service Hygiene.

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

Course Code: MTTM 14
Total Marks: 100

Programme: MTTM
Assignment Code: MTTM 14/ TMA/2024

Note: This TMA consists of **ten questions**, out of which you must **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.

1. What are the entrepreneurial qualities required for starting own business? What difficulties do you foresee in setting up of a Transport Company? 20
2. "A well developed and maintained Transport System will lead to the growth of Tourism in India". Comment on the statement and support your answer with suitable examples. 20
3. Enumerate and explain the points to consider while recruiting and selecting a driver of a Tourist Transport Vehicle. 20
4. Explain the concept of Costing in tourist transport business. Discuss the various forms and types of costing. 20
5. Write short notes on any two of the following: 2 x 10 = 20
 - i) Car Rental Agencies
 - ii) Maintenance facilities
 - iii) Indian Tourist Transport Associate (ITTA)
6. How can we apply the market segmentation approaches in tourist transport operations? Explain with the help of relevant examples. 20
7. Discuss the role of Personal Selling in Tourist transport Business. Support your answer with suitable examples. 20
8. Discuss the Central Motor Vehicles Rules, 1989 with special reference to Tourist Permits. 20
9. Define Leakages. What kind of Leakages exists in Tourist Transport Business (Road) and how can we manage them? 20
10. Write short notes on **any two** of the following: 2 x 10 = 20
 - i) Role of Private Sector in Tourist Transport Business
 - ii) Customer Complain Handling in a Tourist Transport Business
 - iii) Managerial Functions in a Transport Business

MTTM 115: MICE Management
(Tutor Marked Assignment)

Course Code: MTTM115
Total Marks: 100

Programme: MTTM
Assignment Code: MTTM 115/TMA/2024

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.

1. Give an overview of the types, roles and responsibilities of Meeting Planners. 20
2. Explain the concept of Incentive travels and its benefits to organisations as a motivational tool. Prepare a 3-day incentive travel itinerary. 20
3. Discuss possible mishaps which can happen on convention days and suggest ways how convention planners and organisers can tackle them. 20
4. Describe the role of venue designing and food and Beverages services in generating favourable impression of attendees. 20
5. Explain the SERVQUAL technique and the service gap concept used in service industry to evaluate quality and customer satisfaction. 20
6. Describe the different types of convention centres. Explain how the site/location for a large-scale convention is selected. 20
7. Outline the main responsibilities of a Travel Show Manager. Discuss the importance and benefits of travel fairs/travel marts for the participating companies and the host destination respectively. 20
8. Discuss possible factors beyond the control of meetings organisers which can impact quality or customer satisfaction. Suggest back-up plans for any two of such factors. 20
9. Write short notes on the following in about 150 words each: 4X5=20
 - i) Specific needs of Business traveler
 - ii) On site management
 - iii) Pre and Post Convention Tours
 - iv) Professional Convention Organizers (PCOs)
10. Discuss the role of the government and other organizations in developing and promoting India as a MICE destination. 20