

**MASTER OF TOURISM & TRAVEL
MANAGEMENT**

(CATEGORY 1 & 2)

(SEMESTER 3 & 4)

**MTTM/MTM (Second Year)
Assignments Booklet
2018
(January & July Academic Cycles)**

MTTM/MTM - 9 TO 15



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

NOTE

From July 2016 academic cycle onwards, the programme is offered under the nomenclature **Master of Tourism & Travel Management (MTTM)**. The assignment for Master of Tourism & Travel Management (MTTM) and the previous **Master of Arts (Tourism Management), MTM programme** will be the same. Choose your respective programme and course code accordingly while submitting the assignment.

MTTM ASSIGNMENTS

Dear Student,

You will have to do **One** assignment in each of the courses, i.e., MTTM-09 to 15 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

Date of Submission of Assignments

For June Term End Examination 2018	For December Term End Examination 2018
30 th March 2018	30 th September 2018

MTTM-9: UNDERSTANDING TOURISM MARKETS

(Tutor Marked Assignment)

Course Code: MTTM 9/MTM-9

Programme: MTTM/MTM

Total Marks: 100

Assignment Code: MTTM 9/MTM-9/TMA/2018

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. What is the importance of information in Tourism? Explain the role of media as a source of information for tourism. 20
2. Discuss the important areas of research in tourism that is useful in understanding the market better. 20
3. What do you understand by market-led and alternative forms of tourism products? How can we market these products internationally? 20
4. What are the characteristics of psychographic market segment? Illustrate your answers with suitable examples. 20
5. Discuss the importance of domestic tourism in the Indian context. Elucidate the role of Ministry of Tourism, Government of India in its promotion. 20
6. Discuss characteristic features of Japanese and Chinese outbound tourists respectively. Suggest measures which Indian inbound tour operators can incorporate while providing service to them. 20
7. Differentiate between NRI and PIO. Explain the concept of root tourism and their importance in the Indian context. 20
8. Discuss in detail the importance of Europe as a tourist generating market for Indian tourism. 20
9. Write short notes on the following in about 150 words each: (5x4=20)
 - a) Status of Indian tourism in world market
 - b) Travel motivators
 - c) New tourism products of India
 - d) Time share market
10. Explain with examples the various market constraints in developing Indian tourism industry. 20

**MTTM-10: TOURISM IMPACTS
(Tutor Marked Assignment)**

**Course Code: MTTM 10/MTM-10
Total Mark: 100**

**Programme: MTTM/MTM
Assignment Code: MTTM 10/MTM-10/TMA/2018**

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. Analyze the roles and responsibilities of travel and tourism industry's players for achieving sustainable tourism development. 20
2. Discuss the global characteristics of travel and tourism industry. 20
3. What do you understand by "Direct, Indirect and Induced economical effects"? Substantiate your answer by giving suitable examples from travel and tourism industry. 20
4. How "Local Agenda 21" promotes voluntary initiatives by the industry to promote ethical and fair trade in tourism. Give suitable examples. 20
5. What is carrying capacity of a tourism destination? Analyze the problems associated with the measuring of tourism carrying capacity. 20
6. Write short notes on the followings: 10x2=20
 - a) Tourist Arts
 - b) Guest-host interaction
7. In what ways are gambling and use of drugs related to tourism? What measures would you propose to rid the tourism of the negative effects created by drugs and gambling? 20
8. Write an essay on "Wildlife Tourism in India". 20
9. Discuss the importance of hills and mountains in tourism. What are the ways to mitigate different types of negative impacts of tourism activity on hills and mountains? 20
10. Write short notes on the followings: 10x2=20
 - a) Ethics in Tourism
 - b) Sources of Tourism Law.

**MTTM-11: TOURISM PLANNING AND DEVELOPMENT
(TUTOR MARKED ASSIGNMENT)**

Course Code: MTTM 11/MTM-11
Total Mark: 100

Programme: MTTM/MTM
Assignment Code: MTTM 11/MTM-11/TMA/2018

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. What do you understand by tourism planning? Discuss environmental aspects of tourism planning. 20
2. What are the components of tourism development? How could you relate these components with planning goals of an organization? 20
3. Write short notes on: 10x2=20
 - a) Elements of Plan Implementation
 - b) Local Agenda 21
4. What do you understand by tourism regions? What aspects would you cover in a regional tourism plan? 20
5. Discuss the role of government in tourism planning. 20
6. How are cultural attractions planned and managed for tourism? Support your answer with suitable examples. 20
7. What are the elements of a good National level tourism Plan? Discuss the 'Incredible India campaign' under this context. 20
8. What do you mean by strategic planning? Differentiate between strategic planning and conventional planning. 20
9. Discuss the approaches and issues in local level tourism planning. 20
10. Write short notes on: 10x2=20
 - a) Theme Parks
 - b) Event Planning

MTTM-12: TOURISM PRODUCTS: DESIGN AND DEVELOPMENT

(TUTOR MARKED ASSIGNMENT)

Course Code: MTTM 12/MTM-12

Total Marks: 100

Assignment Code: MTTM 12/MTM-12/TMA/2018

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. Define Product. Enumerate the development issues to be considered while designing a tourism product. 20
2. Discuss the relevance of sustainable development and carrying capacity in the successful development of a destination. 20
3. What are the possibilities of using culture as a tourism product? Design a cultural tourism product for your region. 20
4. Discuss the scope the ecology and wildlife tourism. What is the need of sensitising tourists visiting the area? 20
5. Write short notes on the following: 5x4 = 20
 - a) White water Rafting
 - b) Religious Tourism
 - c) Beach Tourism
 - d) Service Mix
6. Enumerate the difference between Health and Wellness Tourism with Medical Tourism. Explain with examples 20
7. Discuss the role of fair and festivals in the promotion of Ethnic & Rural tourism. Explain with the help of suitable examples. 20
8. Discuss the Resort designing and planning process. What are the problems and challenges associated with Resort Development in India? 20
9. 'Cruise ships have moved from being floating hotels to being destinations in themselves.' Examine the statement with the help of suitable examples. 20
10. Write short notes on any two of the following: 10x2= 20
 - i. Special Interest Tourism
 - ii. Types of Events
 - iii. Life Style as a Tourism Product

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

**Course Code: MTTM 13/MTM-13
Total Mark: 100**

**Programme: MTTM/MTM
Assignment Code: MTTM 13/MTM-13/TMA/2018**

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. Discuss the importance of resident's concern in tourism operations and development. 20
2. What do you understand by quality management in services? Substantiate your answer by giving suitable examples from tourism industry. 20
3. What is an inbound and outbound tour operation? Discuss various procedures associated with inbound and outbound tour operations. 20
4. "Escort is the one who is the guide, philosopher and manager of the tourist as for practically everything the tourist depends on the escort". Critically analyze the statement. 20
5. Write short notes on the followings: 10x2=20
 - a) Use of technology in travel industry
 - b) In-houses Operational Departments in Travel Agency
6. Discuss the challenges being faced by the players of tourism industry while developing and sustaining relationships with intermediaries. 20
7. As a manager how can you minimize the effect of seasonality factor? Give suitable examples. 20
8. What do you mean by "front-of-the house and back-of-the house operations" in a 5 star category hotel. Give suitable examples. 20
9. Discuss the role of housekeeping department in a hotel. Why housekeeping department of every hotel has an organized structure irrespective of its size? 20
10. Write short notes on the followings: 10x2=20
 - a) Managing food service operations
 - b) Promotion and positioning in unorganized hospitality sector.

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

Course Code: MTTM 14/MTM-14

Total Marks: 100

Assignment Code: MTTM 14/MTM-14/TMA/2018

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. Discuss the role of Indian Tourist Transport Association (ITTA) in promoting the cause of tourist transporters in India. 20
2. Discuss the various offences and penalties procedures under Motor Vehicle Act. 20
3. Explain the concept of Costing in tourist transport business. Discuss the various forms and types of costing. 20
4. Write an essay on Car Rental Services 20
5. Write short notes on any two the following: 10x2 = 20
 - i. Central Motor Vehicles Rules, 1989
 - ii. Components of Costing in Tourist Transport Business
 - iii. Marketing Mix in Tourist Transport Business (Road)
6. Enumerate and explain the points to consider while recruiting and selecting a driver of a Tourist Transport Vehicle. 20
7. Discuss the evolutionary stages of growth of tourist transport and its role in the promotion of Tourism. 20
8. What are the infrastructural and capital requirements for a successful Tourist Transport Business? 20
9. Discuss the duties and role of a Manager in Tourist Transport Business. 20
10. Write short notes on the following: 10x2 = 20
 - i). Customer care in Tourist Transport Operations
 - ii). Leakages in Tourist Transport Business
 - iii). Market Segmentation for Road Transport

MTTM-15: MEETINGS, INCENTIVES, CONFERENCES AND EXPOSITIONS
(Tutor Marked Assignment)

Course Code: MTTM 15/MTM-15

Total Marks: 100

Assignment Code: MTTM 15/MTM-15/TMA/2018

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. What are the needs and requirements of a business traveller? Why product knowledge is considered essential for dealing with such travellers? 20
2. What do you understand by Incentives travel? Discuss the role of various organisations in promoting it? 20
3. How would you plan a conference? Outline the essential steps. 20
4. Explain the types, tasks and responsibilities of Meeting planners. 20
5. What are the steps involved in site selection for organising an event? 20
6. Explain the role of MICE in tourism development. 20
7. Enumerate with the help of an appropriate example how marketing plan for exhibitions are developed. 20
8. Discuss the various issues which a Trade Show Manager has to address at the planning stage to ensure a successful programme. 20
9. Discuss the various committees required for organising a convention along with their responsibilities. 20
10. Discuss the role of hotels in business travel. 20
11. Write short notes on the following in about 150 words: (5x4=20)
 - a) Expositions
 - b) Types of Attendees
 - c) Special Contractors
 - d) Post convention meeting