

**MASTER OF TOURISM & TRAVEL  
MANAGEMENT**

**(CATEGORY 1 & 2)**

**(SEMESTER 3 & 4)**

**MTTM/MTM (Second Year)**

**Assignments Booklet**

**2022**

**(January & July Academic Cycles)**

**Applicable for June and December 2022 TEE**

**MTTM/MTM - 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

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 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.

## 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 2022</b>	<b>For December Term End Examination 2022</b>
30 <sup>th</sup> March 2022	30 <sup>th</sup> October 2022

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

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

**Course Code: MTTM 11/MTM-9**  
**Total Marks: 100**

**Programme: MTTM/MTM**  
**Assignment Code: MTTM 9/MTM-9/TMA/2022**

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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 Market Research? Explain the quantitative and qualitative Methodologies of Market Research. 20
2. Differentiate between Inbound and Outbound tourism. Give an account of the general trends in inbound and outbound tourism in the context of India. 20
3. Compare the importance of international tourism and domestic tourism in the Indian context. 20
4. Elucidate the role of Ministry of Tourism in the development of Indian tourism. 20
5. Explain the various travel motivators. Why is it important for tourism marketers to understand the concept of Travel motivators? 20
6. Discuss 'China as a growing tourism market'. 20
7. Discuss the role and impact of technology in tourism marketing. 20
8. Differentiate between NRI and PIO. Suggest concrete steps which can be taken up to attract these market segments to India. 20
9. Write notes on the following in about 300 words each: (10+10=20)
  - a) Europe as a tourist generating market for Indian tourism
  - b) concept of Time shares in Tourism
10. Why tourism is considered a hard business activity? Outline the various constraints in marketing India as a world class tourist destination. 20

## MTTM10/MTM 10: TOURISM IMPACTS

### (Tutor Marked Assignment)

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

**Programme: MTTM/MTM**  
**Assignment Code: MTTM 10/MTM-10/TMA/2022**

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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 themes and areas that form part of the GATT. 20
2. What are the economic impacts of tourism in India? 20
3. Analyse the problems associated with the measuring of tourism carrying capacity. 20
4. Write an essay on "Tourist Arts". 20
5. What is guest host interaction? What are the issues involved with this interaction? 20
6. Write short notes on 10x2=20
  - a) Demonstration impacts
  - b) Cultural Tourism
7. What are the reasons behind the emergence of the contrived forms of culture for tourism? 20
8. Write short notes on 10x2=20
  - a) Ego Tourist
  - b) Eco Tourism Resources
9. Critically Analyse Kenya model of wildlife management. 20
10. What is politics of tourism? How tourism can be used as a tool for image creation. 20

# MTTM-11: TOURISM PLANNING AND DEVELOPMENT

(Tutor Marked Assignment)

Course Code: MTTM 11/MTM-11

Programme: MTTM/MTM

Total Marks: 100

Assignment Code: MTTM 11/MTM-11/TMA/2022

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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. What are the various steps in the planning process? 20
2. Elaborate the relationship between tourism and economic development. How can proper planning enhance economic benefits? 20
3. Which external factors influence tourism development? Discuss the impact of political instability of a country on tourism. 20
4. What should be the goals for tourism development in a country? Discuss the components of tourism development in a country. 20
5. Write short notes on: 4x5=20
  - a) Socio-cultural considerations in planning
  - b) Travel markets
  - c) Site level tourism planning
  - d) Resort Development
6. How tourism regions are established in a country? How does regional level planning interact with national level planning? 20
7. What is the need of Global level tourism planning? Discuss the role of UNWTO. 20
8. What is the importance of strategic management in tourism? Differentiate between conventional planning and strategic planning. 20
9. What are the elements of implementing a tourism plan? How can it be monitored effectively? 20
10. Discuss the planning and management of Natural Attraction Resources. What environmental considerations should be undertaken while doing so? 20

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

**Course Code: MTTM 12/MTM-12**  
**Total Marks: 100**

**Programme: MTTM/MTM**  
**Assignment Code: MTTM 12/MTM-12/TMA/2022**

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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 concept of Sustainable Tourism Practices. How will you develop a Sustainable Tourism Product in your region? 20
2. Describe the tourism product and their levels with reference to a destination of your choice. 20
3. Discuss the various stages involved in Tourist Destination designing and management. 20
4. What is the role of carrying capacity in developing a tourism destination? Substantiate your answer with suitable example. 20
5. Write short notes on the following: 4 x 5= 20
  - i). Eco Tourism
  - ii). Rural Tourism
  - iii). Health Tourism
  - iv). Event Tourism
6. Define Religious Tourism. What factors should be addressed while designing a religious tourism product in India? 20
7. What do you understand by Cruises? What are the types of cruise products available? 20
8. As a Tourism Professional, how will you design develop and position an adventure tourism product of India? 20
9. How can fairs be a Tourism Product? How can we use Fairs 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. Resort as an Attraction
  - ii. Coastal Tourism in India
  - iii. Seasonality in Tourism

**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/2022**

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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 benefits of travel and tourism to local economy and community. 20
2. What is Quality management? What are the associated challenges of Quality management in tourism sector? 20
3. Describe precautionary measures to be taken while handling inbound tour operations. 20
4. Elaborate various procedures required for conducting successful tour operations. 20
5. What do you mean by distribution channels? How distribution channel is managed effectively in travel and tourism? 20
6. Describe the various operations of travel agency Business. 20
7. Write short notes on 10x2=20
  - a) Air Travel Providers
  - b) Operators of Mass Transit Systems
8. Write an essay on “Designing the promotion campaign for Hospitality sector”. 20
9. Describe features, facilities and services of 3 star category hotels. 20
10. Write short notes on 10x2=20
  - a) Functions of House Keeping Department
  - b) Food Service Hygiene

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

**Course Code: MTTM 14/MTM-14**  
**Total Marks: 100**

**Programme: MTTM/MTM**  
**Assignment Code: MTTM 14/MTM-14/TMA/2022**

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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 evolutionary Stages of means of transportation through the ages. 20
2. Explain the role and importance of transportation 20 in the development and growth of Tourism Industry. 20
3. What are the entrepreneurial qualities required to own a Tourist Transport Company? 20
4. Do you think that the present Motor Vehicles Act needs to be amended? If yes, suggest the possible amendments. If no, then discuss the salient features that make it suitable for present time. 20
5. Write short notes on the following: 4x05= 20
  - a) Indian Tourist Transport Association (ITTA)
  - b) Penalties under Motor Vehicle Act
  - c) Qualities of a Tourist Transport Manager
  - d) Tourist Permits
6. Discuss the role of Personal Selling in Tourist transport Business. 20
7. Define Leakages. What kind of Leakages exists in Tourist Transport Business (Road) and how can we manage them? 20
8. As a manager of tourist transport business what steps would you take to upgrade the skills of your frontline staff? 20
9. Discuss the steps of formulating a sales strategy 20 for a Tourist Transport Business. 20
10. Write short notes on **any two** of the following: 2x10=20
  - a) Role of Recruitment of Coach Drivers
  - b) Costing in tourist transport business
  - c) Market Segmentation for Road Transport

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

**Course Code: MTTM15/MTM15**  
**Total Marks: 100**

**Programme: MTTM/MTM**  
**Assignment Code: MTTM 15/MTM 15/TMA/2022**

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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 do you understand by Incentive travel? What are? Give a general description of the different types of organisations that offer Incentive travel packages and also prospective clients“ for these Incentive travel packages. 20
2. Discuss the role and responsibilities of Meeting Planners. 20
3. Give a detailed account of Planning for MICE tourism and the kind of infrastructure required for the sector. 20
4. “Site Selection as an important process in conducting a Convention”. Justify this statement with suitable examples. 20
5. Discuss the role of technology in the MICE business. 20
6. Identify key individuals in the hotel operations responsible for servicing business travellers. Discuss their respective roles and responsibilities. 20
7. Explain the various types of sponsors in MICE. Why do we need them and what role do they play in promoting these activities. 20
8. Write a note on post convention behaviour and explain the Servqual Technique and the Service Gap concept. 20
9. Discuss the impact of an international convention or a major sporting event on the economy of the host destination. 20
10. Plan an incentive tour programme for Top Level employees of a firm to a destination of your choice within India. 20

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

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

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

**Programme: MTTM**  
**Assignment Code: MTTM 115/TMA/2022**

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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 how the needs of a business traveller are different from those of leisure tourists. 20
2. Explain the types of meetings and meeting planners. What are the responsibilities of Meeting Planners? 20
3. How does Incentive travel differ from other MICE tourism elements? Suggest strategies which Incentive travel service providers can adopt to market such tours. 20
4. Explain the process of Convention Planning. 20
5. Explain the importance of on-site Management and how is it different from spot management. 20
6. Write a note on post convention behaviour and explain the Servqual Technique and the Service Gap concept. 20
7. Explain the purpose of trade shows and travel fairs. Discuss the role and responsibilities of Show Manager/Organizer/Producer. 20
8. Discuss the impact of an international Trade Show/Convention on the economy of the host destination. 20
9. Chalk out a sample incentive travel programme of Golden triangle (Delhi- Agra- Jaipur) for 7 days for a group of Mid-level executive. 20
10. Discuss the potential of India as a MICE destination. 20