

**MASTER OF TOURISM & TRAVEL
MANAGEMENT**

(CATEGORY 1 & 2)

(SEMESTERS 3 & 4)

**MTTM/MTM (Second Year)
Assignments Booklet
2017
(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 2017	For December Term End Examination 2017
31 st March 2017	30 th September 2017

MTTM-9: UNDERSTANDING TOURISM MARKETS

(Tutor Marked Assignment)

Course Code: MTTM/MTM-9

Programme: MTTM/MTM

Total Marks: 100

Assignment Code: MTTM/MTM-9/TMA/2017

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 markets? Explain the seasonality issues in marketing tourism destinations. 20
2. Discuss in details the important areas for Information generation in tourism and their relevance in understanding tourism markets better. 20
3. What is market Research? Compare Quantitative and Qualitative methodologies of market Research. 20
4. Why is Market segmentation important in tourism? Discuss the various factors considered for segmenting tourism markets. 20
5. Discuss the various ways and means to market India to its NRI population. Examine the role of motivation in destination choice? 20
6. Why is it essential for a market to identify travel motivators? Enumerate citing relevant examples. 20
7. Discuss the significance of forecasting in tourism marketing. 20
8. Explain the factors responsible for the growth and development of tourism in the East Pacific region. 20
9. Write short notes on the following: (10x2=20)
 - a) Significance of Domestic Tourism
 - b) Internal and External marketing constraints
10. Discuss the strategies involved in marketing India as a destination to the Gulf and Middle East regions. 20

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

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

**Programme: MTTM/MTM
Assignment Code: MTTM/MTM-10/TMA/2017**

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 mean by sustainable development? Discuss the various approaches to sustainable tourism development. 20

2. "Tourism is a highly internationalized industry subject to globalization tendencies". In reference to Globalization, analyze the statement and substantiate your answer with suitable examples. 20

3. What is the need of understanding economic impacts? What are the different types of Economic Analysis? 20

4. Write an essay on "Local Agenda 21"? 20

5. Discuss the social issues that have emerged because of the relationship between tourism and crafts. 20

6. Write short notes on the following: (10x2=20)
 - a) Demonstration effects
 - b) Acculturation model

7. With suitable examples differentiate between natural and contrived culture. Why commercialization of culture should not be promoted in travel and tourism industry? 20

8. Critically analyze the role of voluntary organizations involved in wildlife conservation. Give suitable examples. 20

9. What is the importance of hills and mountains in travel and tourism industry? Discuss different types of impacts resulting from tourist activity in the hills and mountains. 20

10. Write short notes on: (10x2=20)
 - a) Tourism as a political tool
 - b) Global code of Ethics for tourism.

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

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

Programme: MTTM/MTM
Assignment Code: MTTM/MTM-11/TMA/2017

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 planning? Discuss the importance of planning in tourism. 20
2. Why is the surveying important for the plan formulation? What natural characteristics of the destination should be surveyed before plan formulation? 20
3. Write short notes on: 10x2=20
 - a) Planning and managing historical sites
 - b) Checklist technique in plan formulation
4. What do you understand by strategic planning? What is the difference between conventional planning and strategic planning? 20
5. Why is planning needed at global level? Discuss the role of various international bodies in global level planning? 20
6. Discuss the planning process. What should be the goals for tourism development? 20
7. Discuss in detail the various approaches to tourism planning. 20
8. What do you understand by national level planning? Explain the role of NTO's in tourism planning. 20
9. What do you understand by a tourism region? What aspects would you cover in a regional tourism plan? 20
10. Discuss the need and importance of monitoring tourism plans. 20

MTTM-12: TOURISM PRODUCTS: DESIGN AND DEVELOPMENT

(TUTOR MARKED ASSIGNMENT)

Course Code: MTTM/MTM-12

Total Marks: 100

Assignment Code: MTTM/MTM-12/TMA/2017

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 components of service mix with examples. 20
2. Define Special Interest Tourism (SIT). Explain the different steps of designing Special Interest Tourism with the help of suitable examples. 20
3. Explain the concept of sustainable tourism practices with suitable examples. 20
4. 'Cuisine is a potential Cultural Tourism Product of India'. Examine the statement with suitable examples. 20
5. Write short notes on the following: 4x 5 = 20
 - a) Ethnic Tourism
 - b) Wildlife Tourism
 - c) Island Tourism
 - d) Medical Tourism
6. What are the various types of events? How can we design and position an event to promote Tourism? Give suitable examples. 20
7. What are the characteristics of Religious Tourism? What factors are to be considered while designing a religious tourism product? 20
8. Highlight the basic steps in tourism product development with the help of suitable examples. 20
9. What do you understand by Cruises? What are the various types of cruise products available? 20
10. Write short notes on any two of the following: 2 x 10 = 20
 - i. Resorts
 - ii. Characteristics of Services
 - iii. Principles of Destination Development

MTTM-13: TOURISM OPERATIONS
(Tutor Marked Assignment)

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

Programme: MTTM/MTM
Assignment Code: MTTM/MTM-13/TMA/2017

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 inter-sectoral relationships in tourism operations? Substantiate your answer with suitable examples from tourism industry. 20
2. Why is it necessary to have a regular interaction with local residents in tourism operations? Also discuss the benefits of tourism to local community. 20
3. Discuss the use of technology in management of “In-house Operations” related to tour Operation Company. Give suitable examples. 20
4. What do you mean by “Distribution Channels” in tour operations? Describe the distribution model given by J. Christopher Holloway. 20
5. What is the difference between a travel agency and tour operation unit? With suitable example discuss departmentalization of a travel agency. 20
6. What precautions one should take while engaging or handling providers of various travel services in a tour operation enterprise? 20
7. Write short notes on: (10x2=20)
 - a) Marketing communications
 - b) Public Relations in tourism
8. Write an essay on types of accommodation in the organized sector. 20
9. Define hotel reservation system and its various types. What is Electronic Front Office (EFO). 20
10. Write short notes on: (10x2=20)
 - a) Functions of Housekeeping Department
 - b) Food Service Operation System

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

Course Code: MTTM/MTM-14

Total Marks: 100

Assignment Code: MTTM/MTM-14/TMA/2017

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 components of Tourist Transport System? Which one according to you plays a crucial role in Tourism Industry? 20
2. Discuss the market segmentation approaches in Tourist Transport Operations (Road) with the help of relevant examples. 20
3. What are the various components of costing in Tourist Transport Business? What are the popular pricing practices in Tourist Transport Business? 20
4. Discuss the Central Motor Vehicles Rules, 1989 with special reference to Tourist Permits. 20
5. Write short notes on any two the following: 2x 10 = 20
 - i. Rent a Cab Scheme
 - ii. Indian Tourist Transport Association (ITTA)
 - iii. Marketing Mix in Tourist Transport Business (Road)
6. Discuss the role of Personnel Management in Tourist Transport Operations with relevant examples. 20
7. What are the entrepreneurial qualities required for starting own business? What processes are to be followed for setting up your own tourist transport business? 20
8. Define Leakages. What kind of Leakages exists in Tourist Transport Business (Road) and how can we manage them? 20
9. What is the role and importance of customer care in Tourist Transport Operations? Explain with relevant examples. 20
10. Write short notes on the following: 2 x 10 = 20
 - a) Qualities of a successful Tourist Transport Manager
 - b) Infrastructure in Tourist Transport
 - c) Role of Private Sector in Tourist Transport System

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

Course Code: MTTM/MTM-15

Total Marks: 100

Assignment Code: MTTM/MTM-15/TMA/2017

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. Who is a business traveller? Explain how the needs of business travellers differ than that of the leisure travellers? 20
2. Trace the history and growth of the concept of Incentive travels. 20
3. Chalk out a sample incentive travel programme of Golden triangle (Delhi- Agra- Jaipur) for 7 days for a group of Mid-level executive. 20
4. Explain the importance of exhibitions, trade shows & expositions as a marketing tool. 20
5. Write a note on general service contractors. What steps do they need to follow to plan & execute a successful event? 20
6. What is MICE tourism? Explain how does it boost the Indian tourism industry as a supplement? 20
7. Write a note on post convention behaviour & Explain (a) Servqual Technique (b) Service Gap concept. 20
8. Explain the importance of on-site Management and how is it different from spot management. 20
9. Explain the role of key players in hotel operations. 20
10. Describe the importance of location of convention centre & site selection. 20