

**MASTER OF TOURISM & TRAVEL  
MANAGEMENT**

**(CATEGORY 1 & 2)**

**(SEMESTER 3 & 4)**

**MTTM/MTM (Second Year)  
Assignments Booklet  
2019  
(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.

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

### Date of Submission of Assignments

<b>For June Term End Examination 2019</b>	<b>For December Term End Examination 2019</b>
30 <sup>th</sup> March 2019	30 <sup>th</sup> September 2019

## 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/2019

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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 major areas and the types of information which can be generated for successful operation of the tourism industry. 20
2. Define Market research. Describe the purpose, stages and application of Market research. 20
3. Write a detailed note on Travel motivators. 20
4. What do you understand by Market segmentation? Discuss the market segmentation and targeting approaches in tourism. 20
5. How can domestic tourism in India be made more robust? Substantiate your answer with suitable examples. 20
6. Differentiate between Inbound and Outbound tourism. Give an account of the general trends in inbound and outbound tourism in the context of India. 20
7. Discuss characteristic features of UK and USA outbound tourists respectively. Suggest measures Indian inbound tour operators can adopt while providing service to them. 20
8. Why tourists from Gulf countries are important to India? Outline strategies for attracting tourists from these countries to India. 20
9. Explain with examples the various market constraints in developing Indian tourism industry. 20
10. Write short notes on the following in about 150 words each: (5x4=20)
  - a) Root Tourism in India
  - b) Technology and Tourism Marketing
  - c) Time share market
  - d) Market-led tourism products

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

**Course Code: MTTM 10/MTM-10**

**Programme: MTTM/MTM**

**Total Mark: 100**

**Assignment Code: MTTM 10/MTM-10/TMA/2019**

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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 views of UNWTO on Sustainable Tourism Development. 20
2. Describe global characteristics and global effects of tourism. 20
3. How World Trade Organization has been evolved? Elaborate the role and functions of World Trade Organization. 20
4. What are the economic impacts of tourism in India? Give suitable examples. 20
5. What do you mean by carrying capacity? Examine the potential determinants of the tourism carrying capacity. 20
6. Discuss the social issues that have emerged because of the relationship between tourism and crafts. 20
7. Write short notes on: (10x2=20)
  - a) Acculturation Model
  - b) Demonstration impacts
8. What do you understand by cultural tourism? Discuss the differences between natural and contrived cultural tourism. 20
9. Critically analyze the role of various agencies in wildlife management and conservation. 20
10. Write short notes on: (10x2=20)
  - a) Impacts of tourism on beaches
  - b) Impacts of tourism on Mountain Environment.

**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/2019**

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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 tourism planning? Discuss the planning approaches in detail with examples. 20
2. What are the potential consequences of rapid unplanned infrastructural development in hill areas? Discuss with the help of examples. 20
3. Each country should devise a strategy for tourism investment. Justify the statement, explaining why tourism investment is required? 20
4. What is the role of government in tourism planning? Explain the active and passive roles played by the government in tourism planning. 20
5. What is tourism marketing? Explain the marketing mix in detail. 20
6. How is planning for tourism at national level different from planning for tourism at site level. 20
7. Explain the highlights of Plan formulation by checklist technique. 20
8. Differentiate between natural resource planning and cultural resource planning. Cite relevant examples. 20
9. What is Strategic Management? Elucidate the importance of strategic management. 20
10. What role do international bodies play in tourism planning? Explain the roles of any two international organizations. 20

# 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/2019

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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. Define Services. Explain the characteristics that differentiate services from products with the help of examples. 20
2. What is the purpose of Destination Development? Explain the principles of destination development. 20
3. What do you understand by Ethnic Tourism Product? Design an ethnic tourism product for your region. 20
4. 'Religion and pilgrimage has been the strongest motivator for tourism in India'. Comment on the statement and justify your answer with suitable examples. 20
5. Write short notes on the following: 4x 5 = 20
  - a) Wildlife Tourism
  - b) Medical Tourism
  - c) Rural Tourism
  - d) VFR
6. What do you understand by Adventure Tourism? Which adventure based sports can be developed as tourism products in the mountain regions? 20
7. Highlight the significance of Beach & Island as a tourism product. State the factors to be considered while developing such products. 20
8. Explain Special Interest Tourism (SIT). Discuss the various factors to be considered while designing and developing a SIT product. 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: 2 x 10 = 20
  - i. Cruise Tourism
  - ii. Resort as destination
  - iii. Cultural 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/2019**

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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. Describe the importance of inter-sectoral linkages in travel and tourism industry. Give suitable examples. 20
2. Why do we need to give weightage to infrastructure concerns of Residence? 20
3. How customer care is different in travel and tourism industry? Elaborate your answer by citing suitable examples. 20
4. write short note on: (10x2=20)
  - a) Itinerary Preparation
  - b) Costing a Tour Package
5. What are the precautionary measures to be taken while handling inbound tour operations? 20
6. What is distribution channel? Describe the role of distribution channels in tour operations. 20
7. “The successful travel agents range of knowledge need to be very vast and constantly growing”. Comment. 20
8. Write an essay on publicity. 20
9. Describe the features of three and four star category hotels. 20
10. Discuss the role of different sections of housekeeping department. 20

**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/2019**

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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 are the various components of Road Tourist Transport System? Which one of them can play a significant role in the promotion of tourism activities? 20
2. Discuss the role of Personal Selling in Tourist Transport Business. 20
3. What do you understand by Leakages in Tourist Transport Business? How will you manage them? 20
4. What should be the criteria for the recruitment and selection of a driver of a tourist transport vehicle? 20
5. Write short notes on: 4x 5 = 20
  - i. Maintenance Facilities
  - ii. Car Rental Services
  - iii. Qualities of Tourist Transport Manager
  - iv. Marketing Mix for Road Transport
6. What are the entrepreneurial qualities required for starting own business? What difficulties do you foresee in setting up of a Transport Company? 20
7. What is the need for customer care in the transport business? What are the steps in complaint handling? 20
8. Write a detailed note on Permits in Transport Business with special reference to Tourist Permits. 20
9. As a manager, what methods will you recommend for motivating the personnel's of a transport department? 20
10. Write short notes on **any two** of the following: 2 x 10 = 20
  - i. Role of Indian Tourist Transport Association (ITTA)
  - ii. Offences under Motor Vehicle Act
  - iii. Selection of a Driver for Tourist Transportation

**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/2019**

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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 are the different types of organisations that offer Incentive travel packages? Give a general description of prospective clients' of these Incentive travel packages. 20
2. Explain with suitable examples the concept and relevance of MICE tourism. 20
3. Explain the purpose of Trade Fairs and responsibilities of key persons in the creation and designing of Trade Fairs. 20
4. What do you understand by MICE? Explain how MICE supplements tourism industry. 20
5. Discuss the infrastructural requirements for planning and developing MICE industry. 20
6. Identify key individuals in the hotel operations responsible for servicing business travellers. Discuss their respective roles and responsibilities. 20
7. Describe the essential features of an ideal Convention centre. 20
8. Define the term 'sponsor' in the context of MICE industry. What should a sponsor do to successfully market and promote an event? 20
9. Explain the process of Convention management. 20
10. Write short notes on the following in about 150 words: (5x4=20)
  - a) Spot Management
  - b) Post convention meeting
  - c) Services provided by General contractors
  - d) Exposition as a Marketing tool