

**MASTER OF TOURISM & TRAVEL  
MANAGEMENT**

**(CATEGORY 1 & 2)**

**(SEMESTER 3 & 4)**

**MTTM/MTM (Second Year)  
Assignments Booklet  
2020  
(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

\*For MTTM 16 Dissertation, there is no assignment. You have to follow the instructions as given in the MTTM 16 Dissertation Guide

### Date of Submission of Assignments

<b>For June Term End Examination 2020</b>	<b>For December Term End Examination 2020</b>
30 <sup>th</sup> March 2020	30 <sup>th</sup> September 2020

## 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/2020

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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 role does information play in tourism? Briefly describe the various sources of information in tourism. 20
2. Discuss the various market research methodologies. 20
3. Write an essay on travel motivators. 20
4. Describe various segmentation theories and segmentation factors in relation to tourism. 20
5. Write short notes in about 300 words on: 10+10
  - i) Relevance of NRI and POI in marketing Indian tourism
  - ii) Marketing trends
6. What are the key issues related to Domestic Tourism in India. 20
7. Discuss the various Market Constraints in Tourism? 20
8. Give details about USA outbound Travel Scenario in relation to India. 20
9. What is the scope of Indian tourism in tapping Middle East and Gulf markets? 20
10. How would you promote India as a tourism destination in the International Market? 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/2020**

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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 sustainable development? Discuss the relationship between sustainable tourism and Development. 20
2. What is GATS? What is the role of GATS in India? 20
3. Discuss the national impact of tourism in India. 20
4. What do you know about Agenda 21 for travel and tourism? Explain. 20
5. What is the concept of carrying capacity? How is it applicable to tourism? 20
6. Explain the issues of guest host interactions. 20
7. Discuss the remedial measures for criminal activities in tourism. 20
8. Write an essay on post-modern tourism culture. 20
9. Explain the impact of tourism on mountain environment. 20
10. How does politics affect tourism? What is the role of tourism as a political tool? 20

**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/2020**

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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 planning. Explain the process of tourism planning. 20
2. Briefly explain the environmental considerations in planning for tourism. 20
3. Write short notes on: 20
  - a) Tourism Investment Strategy
  - b) Role of Government in Tourism Development.
4. Define market segmentation. Why should planners consider the market supply match while planning for tourism? 20
5. Discuss the role of Public and Private Sector in Tourism Planning. 20
6. What do you understand by plan preparation? Discuss the components of tourism development. 20
7. Discuss in brief the major elements of plan implementation in tourism. 20
8. Define strategy. Why is strategic planning necessary in tourism? 20
9. Write a brief note on planning for special tourism attractions. 20
10. What is the importance of local level planning? Discuss the role of public sector in local level planning. 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/2020

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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. Explain the service characteristics in relation to Tourism with the help of examples. 20
2. Write a brief note on the need of market research and analysis for the development of a new tourism product. 20
3. Explain the basic steps in the development of a tourism product with the help of suitable examples. 20
4. Explain the potential resources of ecology and wildlife as a tourism product. Explain the potential buyers and legislations related to ecology and wildlife. 20
5. Write short notes on the following: 4x5= 20
  - i). Special interest tourism
  - ii). Health Tourism
  - iii). Adventure tourism
  - iv). Ethnic Tourism
6. Describe the issues and consideration for designing a religious tourism product with examples from India. 20
7. What is the difference between fairs and festivals? How can we prepare a tourism product based on fairs and festivals of India? 20
8. Define Cruise Tourism. Discuss the origin and the various types of cruise products in the present day market. 20
9. Explain the concept of 'Culture as a Tourism Product' with the help of suitable examples. 20
10. Write short notes on any two of the following: 2x10 = 20
  - i. Island and beach tourism
  - ii. Types of events
  - iii. Designing of Resorts



**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/2020**

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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. Explain the elements in tourism operations. 20
2. What is the concept of quality management? Explain in detail. 20
3. Write short notes on:- 10x2=20
  - a. Itinerary preparation
  - b. Controlling Voucher's
4. Discuss the roles and responsibilities of Operations Department. 20
5. How the distribution chains are used while selling in tourism. 20
6. What is the meaning of escort? Discuss the considerations for an escort. 20
7. Describe the promotional issues of tourism products. 20
8. Explain the functions of front office. 20
9. What do you understand by Food Service Operation system? Explain. 20
10. Define organized and unorganized sectors. Explain major steps for positioning and promotion in unorganized sector. 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/2020**

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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. Explain various modes of tourism transportation and process of planning of tourist transportation. 20
2. Explain the infrastructure in tourist transport. Write about the segmentation for tourist transport operations. 20
3. What is the concept of costing and pricing in tourist transport business? Explain the relationship between price and demand. 20
4. What is selling? Explain the application of marketing mix in tourist transport operations. Also explain the stages in sales strategy formulation. 20
5. Write short notes on any two of the following: 2x 10 = 20
  - i. Customer care in tourist transport
  - ii. Work pattern in tourist transport business
  - iii. Recruitment and selection in tourist transport
6. Explain Motor Vehicles Act-1988 and Central Motor Vehicles Rules, 1989 in detail. 20
7. Explain the concept of car rental agencies. Explain rent-a-cab scheme and its marketing. 20
8. Explain the concept of leakages and loss of opportunity. Write about the responsibilities and essential functions of personal management. 20
9. What is the role of Market Segmentation in Tourist Transport business? What are the market segmentation approaches applicable in Tourist Transport business? Explain with examples. 20
10. Write short notes on **any two** of the following: 2 x 10 = 20
  - i. Role of manager in tourist transport (ITTA)
  - ii. Pricing Practices in Tourist Transport
  - iii. Personal selling in tourist 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/2020**

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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 the corporate sector and business traveler in relation to tourism operations. 20
2. What are the different types of meeting planners? Discuss their role and responsibilities. 20
3. How has technological development created a revolution in the meeting industry? 20
4. Explain giving suitable examples how and to what extent product knowledge helps a travel planner in managing business travel. 20
5. What do you understand by Convention Management? What are the steps involved in site selection for a convention. 20
6. How do MICE contribute in successful operations of a five star hotel? 20
7. Explain the purpose of trade shows and travel fairs. Also elaborate on the impact of Trade fairs on the host destination. 20
8. Describe the role of venue designing and food and beverages services in generating favorable impression of attendees. 20
9. What strategies should be adopted by convention organisers to market a convention? 20
10. Discuss the potential of India as a MICE destination. 20