

**MASTER OF TOURISM & TRAVEL
MANAGEMENT**

(CATEGORY 1 & 2)

(SEMESTER 3 & 4)

MTTM/MTM (Second Year)

Assignments Booklet

2021

(January & July Academic Cycles)

Applicable for June and December 2021 TEE

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 2021	For December Term End Examination 2021
30 th March 2021	30 th September 2021

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/2021

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 Tourism market? How can we segment the tourism generating markets for India? 20
2. 'For understanding tourism market, a strong research data base is required'. Explain the statement giving suitable examples. 20
3. Why is information important in tourism and what are the different purposes it can be used for? 20
4. Explain the various types of tourism motivators. 20
5. Write short notes in about 300 words on: 10+10=20
 - i) Domestic Tourism in India
 - ii) Emerging trends in Tourism
6. Write a detailed note on the Indian Outbound Tourism. 20
7. What do you understand by Root Tourism? Suggest marketing strategies for attracting the NRI and PIO tourist market. 20
8. Discuss the scope of marketing India as a tourism destination to the Gulf countries. 20
9. United Kingdom is an important source market for India. Discuss the profile of British tourists visiting India and how we can increase the inflow of UK tourist. 20
10. Discuss the market constraints and challenges for the development of tourism in India. Suggest ways to overcome these constraints and challenges 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/2021

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. Describe global characteristics of tourism impacts. Give suitable examples. 20
2. Which type of economic analysis is done to measure the impacts of travel and tourism development? 20
3. Write an essay on “Local Agenda 21”. 20
4. Discuss the social and economic issues that have emerged because of the relationship between tourism and crafts. 20
5. What do you understand by guest-host interaction? Also discuss related issues. 20
6. What is cultural tourism? Differentiate between the real and the staged forms in cultural tourism. Give suitable examples. 20
7. Analyze current status of wildlife tourism in India. What are the problems of wildlife tourism in India? 20
8. Discuss the tourism potential of islands and beaches of India. Give suitable examples. 20
9. How have hills become tourism attractions? What are the impacts of tourism on mountain environment? 20
10. Write Short notes on the followings: 10 x 2=20
 - a) Code of Ethics
 - b) Sources of Tourism Law.

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/2021

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 levels and types of Tourism Planning. 20
2. Discuss in detail the goals for tourism development. 20
3. Write short notes on: 10X2=20
 - a) Tourist Attractions
 - b) Theme Parks
4. Explain the role of economic planning in tourism development. How can you strengthen economic cross-sectoral linkages to enhance economic benefits? 20
5. Discuss the environmental planning process in Tourism. Elaborate on the socio-cultural benefits that tourism can bring. 20
6. Explain the need for global and local level planning in Tourism. 20
7. Discuss in detail the framework for strategic planning in destinations. 20
8. With the help of examples, explain the relationship between political stability and tourism. 20
9. Mention the components of tourism system. Discuss the need for market supply match in tourism planning. 20
10. What is Strategic Planning? Discuss in detail the importance of Tourism Planning.

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/2021

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 characteristics of Service Industry. Explain the elements of Services Mix with suitable examples. **20**
2. Define Product. Describe the development issues to be considered while designing a tourism product. Support your answers with suitable examples. **20**
3. Define and classify Destination. Discuss the purpose and principles of Destination Development. **20**
4. Define Special Interest Tourism (SIT). Explain the different steps of designing Special Interest Tourism with the help of suitable examples. **20**
5. Write short notes on the following: **4 x 5= 20**
 - i). VFR
 - ii). Health tourism
 - iii). Pilgrimage
 - iv). Wildlife Tourism
6. What are the possibilities of using culture as a tourism product? Design a cultural tourism product for you region. **20**
7. Define Ethnic Tourism. Explain how Ethnic tourism can be developed as Tourism Product. Support your answer with 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. 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: **2x10 = 20**
 - i. Growth of Cruises in India
 - ii. Types of Adventure Sports
 - iii. Carrying capacity Designing

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/2021

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. Critically analyze tourism operations from a historical perspective. 20
2. What is the significance of customer care in service industry? How customer complaints should be handled? Give suitable examples. 20
3. Describe features and characteristics of “Mass Market Operators” and “Specialist Tour Operators”. 20
4. Elaborate the process of getting recognition from IATA. 20
5. Write an essay on use of technology in service industry. 20
6. Describe different kinds of “Tourist Transport Suppliers”. 20
7. Discuss some major activities in travel agency sales. 20
8. Describe different kinds of accommodations in the organized sectors. 20
9. What is “Front-of-the House Operations” and “Back-of-the House Operations”? 20
10. Write short notes on the following: 10 x 2=20
 - a) Management of guest amenities
 - b) Designing the Restaurant.

**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/2021**

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. Describe 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 market segmentation approaches applicable in the Tourist Transport Operations (Road) with the help of relevant examples. **20**
3. Discuss the Central Motor Vehicles Rules, 1989 with special reference to Tourist Permits. **20**
4. What do you understand by Customer Care? What are the various steps of customer complain handling in a Tourist transport business? **20**
5. Write short notes on the following: **4 x 05 = 20**
 - i. Infrastructure in tourist transport business
 - ii. Sales strategy formulation in tourist transport
 - iii. Maintenance facilities
 - iv. Car Rental Services
6. Explain the concept of Costing in tourist transport business. Discuss the various forms and types of costing. **20**
7. Discuss the role of Indian Tourist Transport Association (ITTA) in promoting the cause of tourist transporters in India **20**
8. Discuss the managerial functions in a Transport Business. Also list the qualities that make a successful Tourist Transport Manager. **20**
9. Discuss the Role of Private Sector in the management of Tourist Transport System. **20**
10. Write short notes on **any two** of the following: **2 x 10 = 20**
 - i). Recruitment of Coach Drivers
 - ii). Demand assessment in Tourist Transport
 - iii). Leakages in Tourist Transport Business

MTTM-15: UNDERSTANDING TOURISM MARKETS
(Tutor Marked Assignment)

Course Code: MTTM15/MTM15
Total Marks: 100

Programme: MTTM/MTM
Assignment Code: MTTM 15/MTM 15/TMA/2021

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. 'A business traveler is one of the most demanding lots'. Justify this statement with appropriate examples. 20
2. Elaborate how Incentive travel can act as a motivational tool for employees 20
3. How is MICE linked to tourism? Describe key areas which would require special set of planning for MICE activities. 20
4. Discuss the responsibilities of key personals involved in creating and designing Trade fairs. 20
5. Explain how the site for a large convention is selected. 20
6. What is MICE tourism? Explain how the concept of sustainability can be applied to MICE tourism. 20
7. Write a detailed note on the operation management aspect of Convention 20
8. Discuss the steps involved in preparing a marketing plan for an exhibition. 20
9. Discuss the role of sponsorship in MICE. 20
10. What are the various post-convention meeting activities? Explain their importance and methods of evaluations. 20