

MASTER OF ARTS (TOURISM MANAGEMENT)

(CATEGORY 1 & 2)

(SEMESTERS 3 & 4)

**MTM (Second Year)
Assignments Booklet
2015
(January and July 2015 Sessions)**

MTM - 9 TO 15



**School of Tourism and Hospitality Services Sectoral Management
Indira Gandhi National Open University
Maidan Garhi, New Delhi – 110 068**

MTM ASSIGNMENTS

Dear Student,

You will have to do **One** assignment in each of the courses, i.e., MTM-1 to 8 and TS-1, 2, 3 and 6. Only Category II students should attempt assignments of TS-1, 2, 3 and 6. All these are Tutor Marked Assignments (TMAs).

Before attempting the assignments please read the instructions provided in the MTM 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 SR&E Division 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,
(MTM)**

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 (1st Year)	
Semester I	Semester II
MTM 01	MTM 05
MTM 02	MTM 06
MTM 03	MTM 07
MTM 04	MTM 08

* **Category 2** students will have to pass the following additional papers during the period of their study, preferably during the 1st Year itself.

List of additional papers

- TS 1: Foundation Course in Tourism
- TS 2: Tourism Development: Products, Operations and Case Studies
- TS 3: Management in Tourism
- TS 6: Tourism Marketing

Date of Submission of Assignments

1st Year Registration / Session	Semester	Last Date of Submission
January 2015	Semester I	31 st March 2015
	Semester II	30 th September 2015
July 2015	Semester I	30 th September 2015
	Semester II	31 st March 2016

MTM is a semester wise programme. Students enrolled in January 2015 session are eligible to sit for the 1st semester courses (only) in the June 2015 Term End Exam while students enrolled in July 2015 session can give their 1st semester courses exam in December 2015 TEE.

IGNOU adopts a flexi-open learning system and option is available to the student to decide which course he/she will complete in a particular semester/year subject to the completion of a particular semester and the validity of their course registration.

Submit your assignment before the due date specified for only those courses which you plan to give the examination in a particular Term End Examination. For example, if you plan to sit for only MTM 1 and MTM 2 in the June 2015 TEE, submit assignments only for MTM 1 and 2 to your concerned Study Centre before 31st March 2015.

MTM-9: UNDERSTANDING TOURISM MARKETS

(Tutor Marked Assignment)

Course Code: MTM-9

Total Marks: 100

Programme: MTM

Assignment Code: MTM-9/TMA/2015

Note: This TMA consists of two parts.

Part I consists of two questions out of which you have to **attempt any one**. The question carries 25 marks and should be answered in about 700 words.

Part II consists of ten questions. **Attempt any five** in about 500 words each. Each question carries 15 marks unless otherwise specified.

Send your TMA to the Coordinator of your Study Centre.

PART-I

1. What do you understand by the term 'Tourism Markets'? Discuss the features of the top ten Tourism markets for India. 25

OR

2. What is Market Research? Discuss the various research methodologies. 25

PART-II

1. Discuss in detail the role of forecasting in relation to Tourism Markets. 15
2. How does 'information' play an important role in tourism? Describe the various sources of information in tourism. 15
3. Describe the term 'Travel Motivators'. Why it is important for tourism marketers to identify and work on travel motivators? 15
4. Enumerate how you would generate information about European Tourism Market to India. 15
5. Write a note on Indian outbound tourism. 15
6. Write short notes in about 250 words each: (5x3=15)
 - a. Timeshare Market
 - b. Market-led Tourism Product
 - c. Alternative forms of tourism
7. 'Chinese Tourism Market is growing tremendously'. Comment on this statement. 15
8. What are the various characteristics of the Middle East Tourism Market? Describe the strategies for attracting tourists from this region to India. 15
9. Outline the various strategies that you would follow to promote India in the International Market. 15
10. Discuss the potential of NRI and PIO population as a source market for tourism to India. 15

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

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

**Programme: MTM
Assignment Code: MTM-10/TMA/2015**

Note: This TMA consists of two parts.

Part I consists of **two questions** out of which you have to **attempt any one**. The question carries **25 marks** and should be answered in about **700 words**.

Part II consists of **10 questions**. **Attempt any five** in about **500 words** each. Each question carries **15 marks**.

Send your TMAs to the Coordinator of your Study Centre.

PART-I

1. Write an essay on the sustainable development debate in tourism. 25

OR

2. What do you understand by politics of tourism? Is tourism used as a political tool? Substantiate your answer with suitable examples. 25

PART-II

1. Discuss the economic impacts of tourism in the Indian context? 15
2. Explain the concept of carrying capacity along with its applicability in tourism 15
3. Write short notes on the followings (7.5 x 2=15)
a) Tourist Arts
b) Revival of craft production in India.
4. What is demonstration effect? Discuss the use of study of social impacts of tourism. 15
5. Describe the remedial measures undertaken by authority and NGO's to curb the sexual exploitation of children due to tourism growth in India. 15
6. Critically analyze the commercialization of culture for tourism. 15
7. Discuss some of the specific animal conservation projects initiated by the Government of India. 15
8. Discuss the impacts of tourism on islands and beaches. Suggest some remedial measures to overcome their negative impacts. 15
9. Mention important Acts in India that have a bearing on tourism. 15
10. Write short notes on the following. (7.5x2=15)
a) Concept of "Fourth World" of ethnic minorities.
b) Eco-tourism

**MTM-11: TOURISM PLANNING AND DEVELOPMENT
(Tutor Marked Assignment)**

Course Code: MTM-11
Total Mark: 100

Programme: MTM
Assignment Code: MTM-11/TMA/15

Note: This TMA consists of two parts.

Part I consists of **two questions** out of which you have to **attempt any one**. The question carries **25 marks** and should be answered in about **700 words**.

Part II consists of **10 questions**. **Attempt any five** in about **500 words** each. Each question carries **15 marks**.

Send your TMAs to the Coordinator of your Study Centre.

PART-I

1. What should be the goals for tourism development? Describe different components of tourism development. 25
- OR**
2. What do you understand by planning? Discuss the various steps in planning process. 25

PART-II

1. Describe the structure and role of National Tourism Organization (NTOs). 15
2. Describe the linkages between national, regional and local level planning in tourism. 15
3. How would you plan and manage a Historical Site? Explain with suitable examples. 15
4. Discuss the importance of Public and Private Sector partnership in the development of Tourism Industry in India. Support your answer with suitable examples. 15
5. What is the difference between conventional and strategic planning? 15
6. Define strategy. Discuss the importance of strategic management. 15
7. Discuss the role and scope of different levels of Tourism Planning. 15
8. Enumerate different elements of plan implementation techniques. 15
9. What are the important factors that determine the demand-supply match? 15
10. Discuss the role played by the government to promote tourism industry. 15

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

Course Code: MTM-12

Total Marks: 100

Assignment Code: MTM-12/TMA/2015

Note: This TMA consists of two parts.

Part I consists of two questions out of which you have to **attempt any one**. The question carries 25 marks and should be answered in about 700 words.

Part II consists of ten questions. **Attempt any five** in about 500 words each. Each question carries 15 marks. Send your TMA to the Coordinator of your Study Centre.

PART – I

- 1) Discuss the concept of Sustainable Tourism Practices. How will you develop a Sustainable Tourism Product in your region? 25

OR

- 2) Define Special Interest Tourism (SIT). Explain the various factors that need to be considered while developing SIT as a Tourism Product. 25

PART – II

- 1) "Tourism product is believed to be a basket of services." Justify your answer with suitable examples. 15
- 2) Define and classify Destinations. Explain the principles of Destination Development with examples. 15
- 3) What are the possibilities of using culture as a tourism product? Design a cultural tourism product for your region. 15
- 4) What are the components of Service Mix? 15
- 5) Write short notes on any three: (5x3 = 15)
- i) Beach Tourism
 - ii) Eco Tourism
 - iii) Ethnic Tourism
 - iv) Religious Tourism
- 6) What are the various types of events? How well can we use events for promoting tourism? Substantiate your answer with relevant examples. 15
- 7) Define Cruise Tourism. Discuss the various types of cruise products available for tourists. 15
- 8) What do you understand by Wildlife Tourism? Discuss the need of sensitizing the consumers of Wildlife Tourism. 15
- 9) Define Tourism Product. Explain with examples the basic steps involved in the development of a tourism product. 15
- 10) Differentiate between: (5x3 = 15)
- i) Health and Medical Tourism
 - ii) Soft and Hard Adventure
 - iii) Resort and Hotel

MTM-13
TOURISM OPERATIONS
(Tutor Marked Assignment)

Course Code: MTM-13

Total Mark: 100

Programme: MTM

Assignment Code: MTM-13/TMA/2015

Note: This TMA consists of two parts.

Part I consists of **two questions** out of which you have to **attempt any one**. The question carries **25 marks** and should be answered in about **700 words**.

Part II consists of **10 questions**. **Attempt any five** in about **500 words** each. Each question carries **15 marks**.

Send your TMAs to the Coordinator of your Study Centre.

PART – I

1. Write an essay on quality management and customer care in tourism. 25

OR

2. How is hospitality operations managed in unorganised sector? 25

PART- II

1. What kind of inter-sectoral linkages are established by tour operators? Explain its relevance from the customer point of view. 15
2. What are the benefits of tourism to local community? Discuss the necessity of local residents concern at tourism planning stage. 15
3. Discuss the role of technology in in-house operations of a tour operator. 15
4. Elaborate various procedures associated with inbound tour operations. 15
5. “In tour operations, escort is the one who is the guide, philosopher and manager of the tourist as for practically everything the tourist depends on the escort”. Analyze the statement by giving suitable examples. 15
6. What do you mean by networking of travel agency operations? Also discuss various sources of earning for an agency. 15
7. How would you manage outbound tours? Does the requirement for outbound tour differ from inbound tour? Substantiate your answer with suitable examples. 15
8. Discuss the hotel classification system in India. Enlist various requirements to be fulfilled for the classification. 15
9. Define the term “Reservation” in context to a hotel set-up. Also describe the function of the reservation department. 15
10. Write short notes on the followings. (7.5 x2=15)
- a) Management of guest amenities
 - b) Food service operation system

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

Course Code: MTM-14

Total Marks: 100

Assignment Code: MTM-14/TMA/2015

Note: This TMA consists of two parts.

Part I consists of two questions out of which you have to **attempt any one**. The question carries 25 marks and should be answered in about 700 words.

Part II consists of ten questions. **Attempt any five** in about 500 words each. Each question carries 15 marks. Send your TMA to the Coordinator of your Study Centre.

PART – I

- 1) Discuss the various pricing options that are available to a transport operator. Also explain the linkage between demand and pricing in the transport business. Substantiate your answer with relevant examples. 25

OR

- 2) Define infrastructure. Discuss the infrastructural and capital requirements associated with the setting up of a tourist transport business. Substantiate your answer with relevant examples. 25

PART – II

- 1) Write a detailed note on Permits in Tourist Transport Business with special reference to Tourist Permits. 15
- 2) Define the term Customer Care. What are the various steps in complaining handling? 15
- 3) Discuss the approaches available for segmenting a market for the Tourist Transport operating company. 15
- 4) Give a detailed account of the role of tourist transport business in the growth of tourism. 15
- 5) Write short notes on any three: (5x3 = 15)
- i) Qualities of a Tourist Transport Manager
 - ii) Variable Cost in Tourist Transport Operations
 - iii) Penalties under Motor Vehicle Act
 - iv) Recruiting a Coach Driver
- 6) Write an essay on Car Rental Services. 15
- 7) What are the different kinds of leakages that occur in tourist transport business? How would you manage them? 15
- 8) Discuss the role of Personal Selling in Tourist Transport Business. 15
- 9) What are the factors that you would consider while forecasting the demand for tourist transport business? 15
- 10) Write short notes on any three: (5x3 = 15)
- i) Maintenance Facilities
 - ii) Personal Selling
 - iii) Concept of Road Transport
 - iv) Indian Tourist Transport Association (ITTA)
 - v) Tourist Infrastructure

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

Course Code: MTM-15

Total Marks: 100

Assignment Code: MTM-15/TMA/2015

Note: This TMA consists of two parts.

Part I consists of two questions out of which you have to **attempt any one**. The question carries 25 marks and should be answered in about 700 words.

Part II consists of ten questions. **Attempt any five** in about 500 words each. Each question carries 15 marks. Send your TMA to the Coordinator of your Study Centre.

PART – I

- 1) Explain the concept of Business Travel and MICE tourism. With the help of examples draw up the Linkages between the Business and Leisure Travel. 25

OR

- 2) Describe the various steps involved in the marketing and managing of a Convention. 25

PART – II

- 1) Explain how needs of a business traveller is different from that of a tourist. 15
- 2) Why are Trade Fairs organised? Discuss its economic impact. 15
- 3) What do you understand by ‘Incentives’? Describe the various types of Incentives that an organisation can offer to its employees. 15
- 4) Write short notes on any three: 5x3 = 15
i) Spot Management ii) Theme Events
ii) Sponsors iv) Service Gap concept
- 5) How can we use expositions as a marketing tool? Discuss the various steps involved in developing a marketing plan for expositions. 15
- 6) What are Convention Centres? What points should be kept in mind while selecting a site for convention? 15
- 7) Explain the term “Marketing Plan.” Explain with an example how you will develop a Marketing plan for a Cultural Event. 15
- 8) Write a detailed note on contractors highlighting their role and importance in the business of MICE. 15
- 9) What steps can the government take to encourage Private sector and promote India as a lucrative MICE destination? 15
- 10) Write short notes on any three: (5x3 = 15)
i) Post Convention Analysis ii) Attendees of a Trade show
iii) Infrastructure for MICE iv) Meeting technology