

MASTER OF TOURISM & TRAVEL MANAGEMENT

(CATEGORY 1 & 2)

(SEMESTER 3 & 4)

**MTTM (Second Year)
Assignments Booklet
2025**

**(January & July Academic Cycles)
Applicable for June and December 2025 TEE**

MTTM - 9 TO 14 and MTTM 115



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

MTTM ASSIGNMENTS

Dear Student,

You will have to do **One** assignment in each of the courses, i.e., MTTM-09 to 14 and MTTM 115. 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

Dr Tangjakhombi Akoijam
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 (2 nd Year)	
Semester III MTTM 09 MTTM 10 MTTM 11 MTTM 16 (Dissertation)	Semester IV MTTM 12 MTTM 13 MTTM 14 MTTM 115

Date of Submission of Assignments

For June Term End Examination 2025	For December Term End Examination 2025
30 th April 2025	30 th October 2025

* Keep checking the IGNOU website for any change in the date of submission

MTTM 9: UNDERSTANDING TOURISM MARKETS
(Tutor Marked Assignment)

Course Code: MTTM 9
Total Marks: 100

Programme: MTTM
Assignment Code MTTM 9/TMA/2025

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 marketing research? Describe the stages involved in a marketing research process. 20
2. Refer India Tourism Statistics 2022 (Pdf available on <https://tourism.gov.in/market-research-and-statistics>) and discuss the potential and dimensions of domestic and Inbound tourism in India. 20
3. Critically examine the role of Public Organisations, Local Bodies and NGOs in the marketing of a tourism destination. 20
4. Discuss giving suitable examples the alternative forms of tourism and how they can be marketed. 20
5. Give an account of the characteristics of the Asia and Pacific tourism market. 20
6. Describe the characteristics of Japanese tourist behaviour. Based on these characteristics, prepare a 7 days itinerary to India for a group of 10 Japanese senior citizens. 20
7. Why are the Gulf and Middle East countries important tourism markets for India? Suggest ways how we can market India to these countries? 20
8. Why is tourism considered a hard business activity? Explain the various internal and external constraints that affect the marketing of India as a tourism destination. 20
9. Differentiate between NRI and PIO. As the Marketing Manager of a Tour Operation Company, suggest marketing strategies you would adopt to target them. 20
10. Write short notes on the following factors, based on which tourism market segmentation is done. Answer each in about 150 words: 4X5=20
 - a) Demographic profiles
 - b) Geographic factors
 - c) Psychographic attitudes
 - d) Prices