

**MASTER OF TOURISM & TRAVEL
MANAGEMENT**

(CATEGORY 1 & 2)

(SEMESTER 3 & 4)

**MTTM (Second Year)
Assignments Booklet
2026
(January & July Academic Cycles)
Applicable for June and December 2026 TEE**

MTTM - 9 TO 15 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

**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/MTTM 115

Date of Submission of Assignments

For June Term End Examination 2026	For December Term End Examination 2026
31 st March 2026	30 th October 2026

* 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/2026

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. Why is Retrospective Analysis important in tourism planning? Discuss the various types of information that should be generated to enable effective tourism marketing decision making. 20
2. What is market segmentation? Discuss the various tourism market segmentation variables. 20
3. Define Travel Motivators and distinguish between destination-related and non-destination-related motivators. 20
4. Analyze the dimensions and historical evolution of domestic tourism in India. 20
5. What is outbound tourism? Discuss the needs, habits, and characteristics of the potential Indian outbound traveller. 20
6. Discuss the potential of the East Asian Pacific region both as a tourist generator and as a tourism destination. 20
7. Differentiate between NRI and PIOs. Discuss the "searching for one's roots" program initiated by the Ministry of Tourism, Government of India. 20
8. Explain with suitable examples the market constraints in developing Indian tourism industry. 20
9. 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
10. Write short notes on the following (4x5=20)
 - a) Qualitative Research Methodology
 - b) Market-led tourism
 - c) Alternative forms of tourism
 - d) Forecasting in tourism