

**MASTER OF TOURISM & TRAVEL  
MANAGEMENT**

**(CATEGORY 1 & 2) (SEMESTER 1 & 2)**

**MTTM (First Year)  
Assignments Booklet  
2026**

**(January & July Academic Cycles)  
Applicable for June and December 2026 TEE**

**MTTM - 1 TO 8  
and  
TS-1, 2, 3 and 6 (for Category II)**



**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-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 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 SED 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,  
(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 (1 <sup>st</sup> Year)	
<b>Semester I</b>	<b>Semester II</b>
MTTM 1	MTTM 5
MTTM 2	MTTM 6
MTTM 3	MTTM 7
MTTM 4	MTTM 8

\* **Category 2** students will have to pass the following additional papers during the period of their study, preferably during the 1<sup>st</sup> Year itself (**TS 1 and TS 2 in the first semester and TS 3 and TS 6 in the second semester**)

### 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

### **Last Date of Submission of Assignments \***

For June Term End Examination 2026	For December Term End Examination 2026
30 <sup>th</sup> April 2026	30 <sup>th</sup> October 2026

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

**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**

**TS-6: TOURISM MARKETING  
(TUTOR MARKED ASSIGNMENT)**

**Course Code: TS-6**

**Programme: MTTM**

**Total Mark: 100**

**Assignment Code: TS-6/TMA/2026**

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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 **600 words each**. Send your TMA to the Coordinator of your Study Centre.

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1. Elaborate the various skills which a marketing professional should possess. Discuss the issues to be addressed while formulating a marketing plan. 20
2. What is the underlying principle of the market segmentation concept? Discuss the major variables used for segmenting the market for tourism products and services. 20
3. Define Tourism Product. Outline the steps in designing and developing a tourism product of your choice. 20
4. What is marketing research? Explain the role of market surveys and questionnaires as instruments for gathering tourism data. 20
5. Compare and contrast the role of National Tourist Organisation and the role of Local Bodies in the marketing of India as a tourism destination. 20
6. Differentiate between Advertising and Marketing. Explain how the AIDA formula is applicable in the promotion of tourism products. 20
7. What do you understand by competitive analysis? Explain the strategic options. 20
8. Discuss the various stages in the formulation of a marketing strategy for star category hotel. 20
9. Explain the relationship between seasonal variation and tourism. Choose any state in India and suggest steps how that state can be marketed during its peak and lean tourist season respectively. 20
10. Write notes on the following in about 150 words each: (4x5= 20)
  - a) Importance of market analysis in tourism business
  - b) 5<sup>th</sup> P in tourism marketing
  - c) Differentiate between distribution of goods and services.
  - d) Operating cost of airlines