



Indira Gandhi National Open University
School of Tourism and Hospitality Services Management

PROGRAMME GUIDE

Master of Tourism & Travel Management (MTTM)



Loktak Lake, Manipur

School of Tourism and Hospitality Services Management
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
New Delhi

Printed material is our backbone. Our study material is prepared by teams of experts keeping in view the interest of the learner group. Each course has a Course Expert Committee with distinguished academics and professionals involved in the course preparation. The course material is written in such a manner that the students can study it by themselves with a little assistance from our Counsellors at the Study Centres. Further, textbooks and reference books are available in the libraries attached to the Study Centre and Regional Centres. Therefore, students will have no need for any cheap or condensed guides for following courses of IGNOU. In fact, these may harm them. Hence, the University strongly advises the students not to take recourse to such type of guides.

Important Information

“The University sends study materials and assignments, wherever prescribed, to the students by registered post and if a student does not receive the same for any reason whatsoever, the University shall not be held responsible for that.”

“In case a student wants to have assignments, he/she can obtain a copy of the same from the Study Centre, Regional Centre or may download it from the IGNOU website: www.ignou.ac.in.”

“If any student sends any of the Forms, documents etc at the wrong place, other than the one specified and thereby misses the scheduled date and consequently a semester/year, he/she will have no claim on the University regularisation.”

November 2018

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Further information on the Indira Gandhi National Open University courses may be obtained from the University's office at Maidan Garhi, New Delhi-110 068.

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SOME USEFUL DATES TO REMEMBER

1. Date for Submission of Examination Forms

FOR JUNE TEE	LATE FEE	FOR DEC TEE	LATE FEE
1 st March to 31 st March	Nil	1 st September to 30 th September	Nil
1 st April to 30 th April	₹ 500/-	1 ST October to 31 st October	₹ 500/-
1 st May to 15 th May	₹ 1000/-	1 st November 15 th November	₹ 1000/-

2. Last date for Submission of Tutor Marked Assignments (TMA)

FOR JUNE EXAM	FOR DECEMBER EXAM
25 th March	25 th September

3. Last date for Submission of Dissertation/Project Report (MTTM 16 in 3rd Semester)

FOR JUNE EXAM	FOR DECEMBER EXAM
31 st May	30 th November

1. THE UNIVERSITY

Indira Gandhi National Open University was established in September, 1985 by an Act of Parliament, with a view to democratise education so that it covers large segments of population, vocations and professions. The primary emphasis is on innovation, flexibility and cost effectiveness. Thus, it is a University with a difference.

The major objectives of the university are:

- democratising higher education by taking it to the doorsteps of the learners
- providing access to high quality education to all those who seek it irrespective of age, region, religion and gender
- offering need-based academic programmes by giving professional and vocational orientation to the courses
- promoting and developing distance education in India
- setting and maintaining standards in distance education in the country as an apex body

IGNOU has certain unique features such as:

- international jurisdiction
- flexible admission rules
- individualized study: flexibility in terms of place, pace and duration of study
- use of latest information and communication technologies nationwide student support services network
- cost-effective programmes
- modular approach to programmes
- resource sharing, collaboration and networking with conventional Universities, Open Universities and other Institutions/Organisations
- socially and academically relevant programmes based on students need analysis
- convergence of open and conventional education systems

Student support services are provided by the university through a network of Regional centres and study centres spread all over the country. Study centres are the actual focal points to enable you to receive regular information and learning support. Each study centre provides you with library, audio and video facilities to further help you in the learning process. Senior and experienced academics and experts in Tourism are engaged in face-to-face counselling at study centres. The study centres are generally located in existing educational institutions and normally function on holidays and Sundays and also in the evenings on working days. Each study centre is supervised by a Coordinator. Regional centres have been set up in different parts of the country to coordinate the functioning of study centres.

2. INTRODUCTION TO TOURISM PROGRAMMES

In recent years, tourism has developed as an industry employing a large number of people. Numerous operational areas in tourism also offer immense opportunities for entrepreneurs to establish their own business – big or small. Now-a-days there is an increasing popularity of Tourism Studies as an academic discipline with many Universities and Institutions increasingly offering tourism programmes/courses. Yet, a large number of people, scattered all over the country may still not have adequate access and opportunities for studying this discipline. IGNOU was one of the pioneer universities, which had recognised the need to start tourism programmes in the country and the first Open University in the world to have started imparting tourism programmes. Since 1994, various tourism programmes have been developed in IGNOU keeping in mind people who, in future intend to make their career in some branch of tourism and those already working in tourism related areas at various levels.

At present, we offer the following programmes in the area of Tourism Studies:

- 1) Certificate in Tourism Studies (CTS): A six-month programme consists of a total of 16 credits. The programme is available in both English and Hindi.
- 2) Diploma in Tourism Studies (DTS): The duration of the programme is one year and it consists of 36 credits. The programme is available both in English and Hindi.
- 3) Bachelor in Tourism Studies (BTS): The duration of the programme is 3 years and it has 96 credits. The programme is available both in English and Hindi.
- 4) Masters of Tourism & Travel Management (MTTM): The programme is of two years duration with 68 credits. The details are provided below.
- 5) PhD In Tourism Studies

3. MASTER OF TOURISM & TRAVEL MANAGEMENT (MTTM)

IGNOU's Master of Tourism & Travel Management Programme has been developed keeping in view the learner's who are already employed in the tourism sector at various levels and those who intend to make a career in the tourism industry. The thrust at the Masters level is to train managers to meet the tourism industry requirements.

3.1 Who may take the Programme?

The Master of Tourism & Travel Management will be of use to those, who:

- are already employed (directly or indirectly in any branch of tourism industry and state and central government tourist organisations),
- intend to take managerial jobs or make a career in the tourism industry (travel agency, hotel, tour operator, etc.),
- are providing tourism related services through their own enterprise or planning to become such an entrepreneur,
- are associated with tourism awareness programmes and research, and
- would like to update their knowledge and skills in the field of tourism.

3.2 Admission Eligibility

CATEGORY 1

BTS, BA (Tourism), B.Sc. (Hospitality & Hotel Administration), Bachelor's in Hotel Management (approved by AICTE) and those students who have done their graduation in any field along with a Diploma in Tourism, which is recognised in the University system or by AICTE.

CATEGORY 2

A recognised Bachelor's Degree in any field

However, all students of Category 2 will have to pass the following four courses during their period of study (The marks of these courses will not be added in the overall evaluation but a student has to secure 40% in these courses).

TS-1 Foundation Course in Tourism

TS-2 Tourism Development: Products, Operations and Case Studies

TS-3 Management in Tourism

TS-6 Tourism Marketing

Duration of Programme : Minimum 2 years, maximum 4 years

Medium of Instruction : English

3.3 Fee Structure

First Year

For category 1 : ₹ 5400/-

For category 2 : ₹ 7800/-

* Registration fee of Rs.100/- is non-refundable in case of rejection of your application for any valid reason.

Second Year

For both categories: ₹ 5400/-

3.4 Programme Structure

First Year:

Ist Semester		Credits
MTTM-1	Management Functions and Behaviour in Tourism	4
MTTM-2	Human Resource Planning and Development in Tourism	4
MTTM-3	Managing Personnel in Tourism	4
MTTM-4	Information Management Systems and Tourism	4

16

Additional Courses for Category 2 Students

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

IIInd Semester

MTTM-5	Accounting and Finance for Tourism Managers	4
MTTM-6	Marketing for Tourism Managers	4
MTTM-7	Managing Sales and Promotion in Tourism	4
MTTM-8	Managing Entrepreneurship and Small Business in Tourism	4
		<hr/>
		16

Note: For MTTM 5 you will receive MS-4. Please treat it as MTTM-5. Similarly, please treat MS-6 as MTTM-6

Additional Courses for Category 2 Students

TS-3	Management in Tourism	
TS-6	Tourism Marketing	

Second Year:

IIIrd Semester

MTTM-9	Understanding Tourism Markets	4
MTTM-10	Tourism Impacts	4
MTTM-11	Tourism Planning and Development	4
MTTM-16	Dissertation**	8
		<hr/>
		20

IVth Semester.

MTTM-12	Tourism Products: Design and Development	4
MTTM-13	Tourism Operations	4
MTTM-14	Tourist Transport Operations (Road Transport)	4
MTTM-15	Meetings, Incentives, Conferences and Expositions (MICE)	4
.		<hr/>
		16
		<hr/>
	TOTAL	68

Note: Exams for the additional courses mentioned in Semester –1 & 2 can also be given along with the 3rd & 4th Semester exams.

**** For MTTM-16, Dissertation, you will receive a separate guide along with your third semester study material. There are no assignments and examination for this.**

4. SCHEME OF STUDY

The University offers a lot of flexibility in the duration of the completion of its programmes. If you plan in a systematic way you will be able to finish the programme chosen by you within the stipulated time frame. Here we would like to give you some information and guidance to go through this programme.

Time Schedule

You should take full advantage of the flexibility and openness in the courses and duration for the completion of programmes. As indicated earlier you can finish this programme in 2 years. If you are not able to complete it within this period you can take a maximum of 4 years to complete it. It would be better if you plan it in a systematic way. For two years you will receive study material and assignments according to your options but it is upto you to decide which courses you will complete in a particular year. Completion of a course would involve studying the course, completing the assignments and appearing in term-end examinations. If you are busy elsewhere and not able to fully devote yourself to the programme, you should fix your targets every year. If you feel that instead of 32 credits you would do only 24 or 16 credits, plan it from the beginning of the year, study only these courses do the assignments for them and appear for term-end examination. Carry over the rest to next year. Again next year, decide your goals for that year. Whenever you decide to do the previous year's course ask for fresh assignments in the beginning of the year, and submit them according to schedule and appear in the term-end examination. By a proper planning every year you can finish this programme according to your convenience.

In MTTM we suggest that the Category 2 students should plan in such a way that they are able to clear all the four additional courses in the given time frame.

Registration in 2nd Year

After the first year, whether you pass/attempt the first year examinations or not, you can seek admission for second year. You can fill up the re-registration form and complete the formalities online.

Study Material

You will receive your study material in 2-3 instalments.

5. INSTRUCTIONAL SYSTEM

The methodology of instruction in this University is different from that in the conventional universities. The Open University System is more learner-oriented, and the student is an active participant in the teaching-learning process. Most of the instruction is imparted through distance rather than face-to-face communication.

The University follows a multi media approach for instruction. It comprises:

- self-instructional print material
- audio and video programmes available in cassettes
- Teleconferencing
- face-to-face interaction with academic counsellors at Study Centres
- assignments for assessment and feed back
- Video Programmes on Educational Channel Gyan Darshan

- Radio counselling through Yuva Vani and FM-2
- Practicals at designated institutions wherever needed.

5.1 Print Material

Print material is the primary form of instructional material, although there will be a few audio-video-programmes and counselling sessions in addition to the print material. Therefore, you have to concentrate mainly on the printed materials that we send you.

The print material prepared by the University is self instructional in nature. In TS 1, 2, 3 and 6 (for category II learners), each course has been divided into a number of Blocks. Each Block consists of a number of Units (lessons). Normally, all the Units covered in one Block have a thematic unity. The first page of each Block indicates the contents of each Block i.e., the number and titles of the Units covered in that Block. This is followed by a brief introduction to the Block. This Block introduction explains the total coverage of the Block as a whole as well as the coverage of each Unit in that Block.

MTTM 1 to 15 consist of Units. Each Unit is structured to facilitate self study for you. The section on Objectives briefly states what we expect you to attain when you have completed the Unit. In Introduction, there is an attempt to forge a link with the topics of the previous Units and the topic to be covered in the present Unit. This is followed by the main body of the Unit, which is divided into various sections and subsections. In the main body there are a few self-check exercises under the caption 'Check Your Progress'. Enough space is given for you to write your answers to the questions set in the self-check exercises. Answers to these exercises are given in the section 'Clues to Answers' at the end of the Unit.

The section 'Let Us Sum Up' summarises what has been said in the whole Unit. This summary enables you to recall the main points covered in the Unit. To facilitate comprehension, important words/terms covered in the Unit are explained in the section Key Words. Some books for additional reading are suggested in the section Some Useful Books or at the end of the course as Further Reading. For your reference purpose some of these books may be available in the study centre. **'Check Your Progress' Exercises are for your practice only and you should not submit answers to these questions to the University for Assessment.**

Note: For MTTM 5 you will receive MS-4. Please treat it as MTTM-5. Similarly, please Treat MS-6 as MTTM-6

Read the Units carefully and note down the important points. You can use the space in the margin of the printed pages for making notes and writing your comments. While reading the Units, mark the words that you do not fully understand. Look for the meaning of such words under the section Key Words or in a dictionary. Read the Unit again and again until you have understood the point. You may also try to find it in earlier Units as it may be explained there. However, if you still do not understand something, consult your counsellor during the face-to-face sessions at the Study Centre for clarification.

Try to answer Check Your Progress questions. These exercises will help you reinforce the information/knowledge you gain through your first reading of the text. Proper comprehension of the units and the points/notes made by you while reading through the Units would help you in answering the Check Your Progress Exercises given in the Units. Once you have written the answer in the blank space provided for each question, you can compare your answers with the answer/hints given in the section Clues to Answers.

5.2 Audio-Video Material

In addition to the print material, audio and video CDs have been prepared for better clarification and enhancement of understanding of these printed course materials. The audio-video material is supplementary to the printed material. Hence, we advise you to make use of it, as that will help you to understand the subject better. Audio-video material will not be supplied individually but will be made available to you at the Study Centres. You can watch these programmes during counselling sessions.

The video programmes are telecast on National Net based work of Doordarshan and Gyan Darshan. All Gyan Vani stations broadcasts curriculum-based audio programmes. In addition, some selected stations of All India Radio also broadcast the audio programmes.

You can confirm the dates for the programmes from your study centre. The information is also provided through the university website, www.ignou.ac.in

5.3 Teleconferencing

To reach our students spread in different parts of the country we take the help of teleconferencing. These sessions are conducted via satellite through interactive Gyan Darshan Channel as well as simulcasted on 'Edusat' channel from the University studios at EMPC. The students can attend these sessions at the regional centres and specified study centres of IGNOU. It is a one-way video and two way audio facility. You will be sent a schedule with topics in advance through your study centres. The faculty at Delhi and other experts as resource persons participate in these sessions. You can put your problems and questions to these experts through the telephone available at receiving centres. These will help in resolving your queries related to courses and other general information pertaining to programmes of study.

5.4 Counselling

In distance education, face-to-face contact between the learners and their tutors/counsellors is an important activity. The purpose of such a contact is to answer some of your questions and clarify your doubts, which may not be possible through any other means of communication. It is also intended to provide you an opportunity to meet fellow students. There are experienced academic counsellors at the Study Centres to provide counselling and guidance to you in the courses that you have chosen for study. The counselling sessions for each of the courses will be held at suitable intervals throughout the academic session. The counselling sessions are not compulsory. However, they may be very useful in certain respects such as: to share your views on the subject with teachers and fellow participants, comprehend some of the complex ideas or difficult issues, and get clarifications for your queries and discuss the Activities given in each Block.

Face-to-face counselling will be provided to you at the study centre assigned to you. You should note that the counselling sessions would be very different from the usual classroom teaching or lectures. Counsellors will not be delivering lectures. They try to help you to overcome difficulties, which you face while studying for this programme. In these sessions you must look into the subject-based difficulties and any other issues arising out of such difficulties. Besides, some of the audio and video-cassettes that are available at that time will be played in the counselling sessions.

Before you go to attend the counselling sessions, please go through your course material and note down the points to be discussed. Unless you have gone through the Units, there may not be much to discuss. Try to concentrate on the relevant and the most important issues. Also try to understand each other's points of view. You may also establish personal contact with your fellow participants to get mutual help for academic purposes. Try to get the maximum possible help from your counsellors.

Generally there will be 10 counselling sessions for an 8-credit course and 5 sessions for a 4-credit course. However, where the number of students is less than ten at the study centre instead of the above schedule, intensive counselling will be arranged by the coordinator of the Study Centre.

The detailed schedule of the counselling sessions will be made known to you by the Coordinator of your Study Centre.

5.5. Study Centre

To provide effective student support, we have set up a number of Study Centres all over the country. You will be allotted one of these Study Centres taking into consideration your place of residence or work. However, each Study Centre can handle only a limited number of students and despite our best efforts, it may not always be possible to allot the Study Centre of your choice. The particulars regarding the Study Centre to which you are assigned will be communicated to you.

Every Study Centre will have:

- A Coordinator who will coordinate different activities at the centre.
- An Assistant Coordinator and other supporting staff appointed on a part-time basis.
- Counsellors in different courses to provide counselling and guidance to you in the courses you have chosen.

A Study Centre will have six major functions:

- 1) **Counselling:** Face-to-face counselling for the courses is provided at the Study Centres. Generally, as stated earlier, there are 10 counselling sessions for an 8-credit course and 5 sessions for a 4-credit course. The detailed programme of the counselling sessions will be sent to you by the Coordinator of your Study Centre.
- 2) **Evaluation of Assignments:** Tutor Marked Assignments (TMA) will be evaluated by the Counsellors at the Study Centre.
- 3) **Library:** For each course some of the books suggested under Some Useful Books are available in the Study Centre Library. All audio and video tapes are also available in the library.
- 4) **Information and Advice:** At the Study Centre you get relevant information regarding the courses offered by the University, counselling schedules, examination schedule, etc. You will also get guidance in choosing your courses.
- 5) **Audio-Video Facilities:** The Centres are equipped with audio-video facilities to help you make use of the audio and video cassettes prepared for different courses.
- 6) **Interaction with Fellow-Students:** At the Study Centres you get an opportunity to interact with fellow students.

Please take along all your Units and your folder of corrected assignments with you when you come to the counselling session.

5.6 Assignments

Detailed information about assignments would be provided in the next section on Evaluation.

5.7 Credit System

The University follows the 'Credit System' for its academic programmes. Each credit in our system amounts to 30 hours of study comprising all learning activities. Thus a four-credit course involves 120 hours and an eight-credit course 240 hours. This helps the student to understand the academic effort one has to put in to successfully complete a course. Completion of an academic programme (Degree, Diploma or Certificate) requires successful clearing of both the assignments and the term-end examination of each course in a programme.

6. EVALUATION

The evaluation consists of two parts: 1) continuous evaluation through assignments, and 2) term-end examination. In the final result all the assignments of a course carry 30% weightage while 70% weightage is given for term-end examination. The following is the scheme of awarding divisions and grades:

Division	Percentage Range	Grade	Point Grade
I	80 and above	A - Excellent	5
	60 to 79.9	B – Very Good	4
II	50 to 59.9	C – Good	3
Pass	40 to 49.9	D - Satisfactory	2
Unsuccessful	Below 40	E - Unsatisfactory	1

You are required to score at least 40% marks in both continuous evaluations (assignments) as well as the term-end examination separately. In the overall computation also you must get at least 40% marks in each course to claim the Degree in Master of Tourism & Travel Management.

6.1 Assignments

Assignments constitute the continuous evaluation. The submission of assignments is compulsory. The marks that you get in your assignments will be counted in your final result. Assignments of a course carry 30% weightage while 70% weightage is given to the term-end examinations. Therefore, you are advised to take your assignments seriously. A simple omission on your part may cause loss to you and inconvenience at all levels in the University.

You will not be allowed to appear for the term-end examination for any course if you do not SUBMIT THE assignment in time for that course.

The main purpose of assignment is to test your comprehension of the learning materials you receive from us and also to help you get through the courses. The evaluators/counsellors after correcting the assignments send them back to you with their comments and marks. The comments guide you in your study and help in improving it. The content provided in the printed course materials should be sufficient for answering the assignments. Please do not worry about the non-availability of extra reading materials for working on the assignments. However, if you have easy access to other books, you may make use of them. The assignments are designed in such a way as to help you concentrate mainly on the printed course materials and exploit your personal experience.

Some important points to remember

- 1 Assignments questions are available with the Co-ordinator of your study centre. you can download the same from IGNOU website www.ignou.ac.in under Students Zone-Assignment-MTTM/MTM
- 2 All assignments are **Tutor Marked Assignments (TMA)**, which are evaluated by the counsellor at the study centre. For a 4-credit course, there will be one tutor marked assignment.
- 3 The assignment responses should be complete in all respects. You have to **submit your response sheets to the Coordinator of the Study Centre assigned to you and nowhere else**. Before submission you should ensure that you have answered all the questions. Incomplete answer sheets bring you poor grades.
- 4 The University/Coordinator of the Study Centre has the right not to entertain or reject the assignments submitted after the due date. You are, therefore, advised to submit the assignments before the due date.

- 5 Do not enclose or express doubts for clarification, if any, along with the assignment. Send your doubts in a separate cover. Give your complete enrolment number, name, address, title of the course, and the number of the Unit or the assignment, etc. on top of your letter.
- 6 After evaluation the tutor marked assignment will be sent back to you with comments and marks.
- 7 For your own record, retain a copy of all the assignment responses, which you submit to the Co-ordinator. Also maintain an account of the corrected assignment responses received by you after evaluation. This will help you to represent your case to the University in case any problem arises.
- 8 If you do not get pass grade (i.e., 40%) in any assignment, you have to submit it again. However, once you get the pass grade in an assignment, you cannot re-submit it for improvement of grade. Assignments are not subject to re-evaluation except for factual errors, if any, committed by the evaluator. The discrepancy noticed by you in the evaluated assignments should be brought to the notice of the Coordinator of the Study Centre, so that the correct score is forwarded by him to the Student Evaluation Division (SED) at Headquarters.
- 9 **You will have to attempt the assignment questions of the current year i.e. if you are appearing for the June/December Term End Examination of 2019, then you will have to attempt the assignment questions of the particular year, 2019 irrespective of the year of your enrolment.**

INSTRUCTIONS FOR TUTOR MARKED ASSIGNMENTS (TMA)

- 1) Write your Enrolment Number, Name, Full Address, Signature and Date on the top right hand corner of the first page of your response sheet.
- 2) Write the Programme Title, Course Code, Course Title, Assignment Code and Name of your Study Centre on the left hand corner of the first page of your response sheet.

Course Code and Assignment Code may be reproduced from the assignment.

The top of the first page of your response sheet should look like this:

PROGRAMME TITLE:	ENROLMENT NO.:
COURSE CODE:	NAME:
	ADDRESS:

COURSE TITLE:
ASSIGNMENT CODE:	SIGNATURE:
STUDY CENTRE:	DATE:

- 3) Read the assignments carefully and follow the specific instructions, if any given on the assignment itself about the subject matter or its presentation.
- 4) Go through the Units on which assignments are based. Make some points regarding the question and then rearrange those points in a logical order and draw up a rough outline of your answer. While answering an essay type question give adequate attention to introduction and conclusion. The introduction must offer your brief interpretation of the question and how you propose to develop it. The conclusion must summarise your response to the question. Make sure that the answer is logical and coherent, and has clear connections between sentences and paragraphs. The answer should be relevant to the question given in the assignment. Make sure that you have attempted all the main

points of the question. Once you are satisfied with your answer, write down the final version neatly and underline the points you wish to emphasise.

- 5) Use only foolscap size paper for your response and tie all the pages carefully. Avoid using very thin paper. Allow a 4 cm margin on the left and at least 4 lines in between each answer. This may facilitate the evaluator to write useful comments in the margin at appropriate places.
- 6) Write the responses in your own hand. Do not print or type the answers. Do not copy your answers directly from the Units/Blocks sent to you by the University. If you copy, you will not be awarded any mark for the respective question.
- 7) Do not copy from the response sheets of other students. If copying is noticed, the assignments of such students will be rejected.
- 8) Write each assignment separately. All the assignments should not be written in continuity.
- 9) Write the question number with each answer.
- 10) The completed assignment should be sent to the Coordinator of the Study Centre allotted to you. Under any circumstances do not send the tutor marked response sheets to the Student Evaluation Division at Head Quarters for evaluation.
- 11) After submitting the assignment at the Study Centre, **get the acknowledgement** from the Coordinator on the prescribed assignment remittance-cum-acknowledgement card.
- 12) In case you have requested for a change of Study Centre, you should submit your Tutor Marked Assignments only to the original Study Centre until the change of Study Centre is notified by the University.

6.2 Term-end Examinations and Payment of Examination fee

As stated earlier, term-end examination is the major component of the evaluation system and it carries 70% weightage in the final result. The University conducts term-end examination twice a year i.e., in June and December.

The fees for the MTTM programme are paid annually but **you can appear in term-end examination at the end of a semester provided you fulfil the eligibility conditions as mentioned below**. In case you fail to get a pass score (40% marks) in the Term-end Examination, you will be eligible to reappear at the next Term-end Examination for that course as and when it is held, within the total span of the programme.

Eligibility for Examination

To be eligible to appear at the Term-end Examination in any course, you are required to fulfil the following conditions.

- 1) You should have opted and pursued the prescribed course.
- 2) Your registration is still valid
- 3) You should have paid the course fee.
- 4) You should complete the submission of assignments for the respective course.
- 5) You should submit the examination form in time (which is explained later).

Examination Date Sheet

Examination date sheets (Schedule which indicates the date and time of examination for each course) are sent to all the Study Centres approximately 5 months in advance. The same is also notified through the University website and IGNOU News Letter from time to time. Thus, normally, the date sheet for June examinations is released in the month of January and for December examination in the month of July.

Examination Fee and Submission of Examination Form

It is an essential pre-requisite for you to submit the Examination Form for taking examination in any course.

Examination fee is ₹ 120/- per course. Students can submit on line examination form as per guidelines through IGNOU website at www.ignou.ac.in

Dates for submission

FOR JUNE FEE	LATE FEE	FOR DECEMBER TEE	LATE FEE
1 st March to 31 st March	NIL	1 st Sept. to 30 th Sept.	NIL
1 st April to 30 th April	₹ 500/-	1 st Oct. to 30 th Oct.	₹ 500/-
1 st May to 15 th May *	₹ 1000/-	1 st Nov. to 15 th Nov.*	₹ 1000/-

Issue of Examination Hall Ticket

University issues Examination Hall Ticket to the student's at least two week before the commencement of Term-end Examination. The same could also be downloaded from the University's website www.ignou.ac.in. In case any student fails to receive the Examination Hall Ticket within one week before the commencement of the examination the students can download the hall ticket from the website and approach the exam centre for appearing in the exam.

Examination Centre

Normally the study centre is the examination centre. However, a student is required to fill the exam centre code in the examination form. For the purpose you are advised to go through the list of study centres available in the Student Handbook and Prospectus/Programme Guide. In case any student wish to take examination at a particular centre, the code of the chosen centre be filled up as examination centre code. However, examinations centre chosen by a student if it is not activated, the university will allot another examination centre under the same Region.

Your enrolment number is your Roll Number for examinations. Be careful in writing it. Any mistake in writing the Roll Number will result in non-declaration of your result.

It is your duty to check whether you are registered for that course and whether you are eligible to appear for that examination or not. If you neglect this and take the examination without being eligible for it, your result will be cancelled.

Study Centre is the contact point for you. The University cannot send communication to all the students individually. All the important communications are sent to the Coordinators of the Study Centres and Regional Directors. The Coordinators would display a copy of such important circular/notification on the notice board of the Study Centre for the benefit of all the Students. You are, therefore, advised to get in touch with your Coordinator for day-to-day information about assignments, submission of examination forms, date-sheet, list of students admitted to a particular examination, declaration of result, etc.

While communicating with the University regarding examination, please clearly write your enrolment number and complete address. In the absence of such details, we will not be able to attend to your problems.

6.3 Early Declaration of Result

In order to facilitate the students, who have got offer of admission for higher study and/or selected for employment etc. and are required to produce statement of marks/grade cards by a specified given date, which is before the prescribed dates of declaration of the University's results, the University arranges early

processing of their answer scripts and declaration of the University's results. In such a case, you are required to apply in prescribed application form (available at University's website www.ignou.ac.in) with prescribed fee by means of demand draft drawn in favour of IGNOU and payable at the city of Evaluation Centre along with attested photocopy of offer of admission/employment.

Application for early declaration, for the reasons such as to apply for recruitment/higher study/post and promotion purpose etc. will not be entertained.

6.4 Re-evaluation of Answer Script (s)

If you are not satisfied with the marks/grade awarded to you in Term-end Examination, you may apply for re-evaluation before 31st March for result of December term-end examination and 30th September for result of June term-end examination or within one month from the date of declaration of results i.e. the date on which the results are made available on the University's website. You have to apply in prescribed application form with prescribed, which is to be paid through a demand draft drawn in favour of IGNOU and payable at New Delhi in the prescribed application form. The better of the two scores of original marks/grades and marks/grades after re-evaluation will be considered and updated in students' record.

Re-evaluation is permissible in term-end examination only and not in Practicals/ Lab courses, Project, Workshop, Assignment and Seminar etc.

6.5 Improvement in Division/Class

After completion of the programme, if you wish to improve your Division/Class, you may do so by appearing in term-end examination. The eligibility is as under:-

- (a) The students of Bachelor's/Master's degree programme, who fall short of 2% marks to secure 2nd and 1st division.
- (b) The students of Master's degree programme only, who fall short of 2% marks to secure overall 55% marks.

You have to apply in the prescribed application form along with the prescribed fee by means of demand draft drawn in favour of IGNOU and payable at New Delhi.

The improvement is permissible in term-end examination only and not in Practicals/Lab courses, Project, Workshop, Assignment and Seminar etc.

Prescribed application form with rules and regulations in detail for this purpose is available at the University's website www.ignou.ac.in.

6.6 Photocopy of the evaluated answer script

You may also obtain the photocopy of the evaluated answer scripts for the term-end examination on request. For this, you will have to apply in the prescribed application form within 45 days from the date of declaration of results i.e. the date on which the result are placed on the IGNOU website along with the requisite fee by means of demand draft drawn in favour of 'IGNOU' and payable at the city of the evaluation centre.

Prescribed application form with rules and regulations in detail for this purpose is available at the University's website www.ignou.ac.in.

6.7 Issue of official transcript

You may also obtain 'Official Transcript' for submission to the Overseas or Indian Institutes/ Universities on request. For this, you have to apply in the prescribed form by paying the requisite fee. Prescribed

application form with rules and regulations in detail for this purpose is available at the University's website www.ignou.ac.in.

7. OTHER USEFUL INFORMATION

IGNOU Newsletter

The University publishes newsletter twice in a year in English as well as in Hindi. It is mailed to the students free of cost. All the important information relevant to the students is published in the news-letter.

Reservation of Seats

For admission to its various programmes, the University provides reservation of seats for Scheduled Castes, Scheduled Tribes, non-creamy layer of OBC, War Widows, Kashmiri Migrants and Physically Handicapped learners, as per the Government of India rules.

Scholarships and Reimbursement of Fees

The learners belonging to reserved categories, viz. Scheduled castes, Scheduled Tribes and Physically Handicapped have to pay the full fee at the time of admission to the University along with other general category candidates.

SC/ST learners have to collect and subsequently submit their scholarship forms to the respective State's Director of Social Welfare Officer, through the concerned Regional Director of IGNOU for reimbursement of programme fee.

Similarly, Physically Handicapped learners admitted to IGNOU programmes are eligible for government of India scholarships. They are advised to collect scholarship forms from the respective State Government Directorate of Social Welfare or Office of the Social Welfare Officer and submit the filled-in forms to them through the concerned Regional Director of IGNOU.

Scholarship Scheme of National Centre for Promotion of Employment of Disabled People (NCPEDP) for Post Graduate level programmes is applicable to the students of this University also. Such students are advised to apply to awarding authority.

Change or Correction of Address

There is a printed card for change/correction of address and change of Study Centre, which is dispatched along with the study material. In case there is any correction/change in the address, the learners are advised to make use of Performa provided in the Programme Guide and send it to the Regional Director concerned who will forward the request after verifying the student signature to SRD Division, Maidan Garhi, New Delhi-110068. **Requests received directly at SRD, New Delhi will not be entertained. The form of change of address can also be downloaded from IGNOU Website www.ignou.ac.in. Learners are advised not to write letters to any other officer in the University in this regard. Normally, it takes 4-6 weeks to effect the change. Therefore, the learners are advised to make their own arrangements to redirect the mail to the changed address during the period.**

Change of Study Centre

In case a change of Study Centre is desired, the learners are advised to fill the Performa and address it to the Regional Centre concerned. Since counselling facilities are not available for all programmes at all the centres, learners are advised to make sure that counselling facilities are available, for the subject for which he/she has chosen, at the new centre opted for. Request for change of Study Centre is normally accepted subject to availability of seat for the programme at new centre asked for. Change of Address and Study centre are not permitted until admissions are finalized. **Similarly, change of study centre is not permissible in programmes where practical components are involved.**

Change of Region

When you want transfer from one region to another, you have to write to that effect to the Regional Centre from where you seek a transfer marking a copy to the Regional Centre where you would like to be transferred to. Further, you have to obtain a certificate from the Coordinator of the study centre from where you are seeking transfer regarding the number of assignments submitted. The Regional Director from where the learner is seeking transfer will transfer all records including details of fee payment to the new Regional Centre under intimation to the Registrar, SRD Division and the learner. For change of programmes in practical oriented programmes like computer programmes, B.sc. etc, 'No Objection Certificate' is to be obtained from the concerned Regional Centre/ Study Centre where the learner wishes his/her transfer.

Simultaneous Registration

Students who are already enrolled in a programme of one year or longer duration can also simultaneously register themselves for any certificate programme of 6 months duration. However, if there is any clash of dates of counselling or examination schedule between the two programmes taken, University will not be in a position to make adjustment.

Re-Admission

The students who are not able to clear their programme within the maximum duration can take re-admission for additional period in continuation of the earlier period as under:

Certificates Programmes	6 Months (6 months duration)
Diplomas Programmes	1 Year (1 Year duration)
Bachelor's Degree Programmes	2 Years (3 years duration)
Master Degree Programmes	2 Years (2 years duration)

For readmission, the student has to make pro-rata fee for each incomplete courses.

Rules and Guidance for Re-Admission

1. Re-admission is permissible for Students who failed to complete the requirements in full or in part within the maximum span period of 4 years
2. Students who did not register for all years/semesters of a Programme and fail to pay the prescribe full Programme fee during the maximum duration of the Programme are also eligible for Re-admission, provided they pay full fee for the missed year(s)/semester(s) as per rate applicable for the session for which they seek re-admission, in addition to the *pro-rata course fee for re-admission (available on the University's website and revised from time to time)* for each of the course (s) they failed to successfully complete within the maximum period prescribed.
3. Course fee paid for re-admission would be valid for a period of two years commencing from the date of completion of the maximum duration of the Programme for which the registration was done initially, even if the readmission is sought at a later date.
4. Students shall not be on rolls of the university beyond the additional period given after Re-admission.
5. The credit earned by the student towards his/her courses and assignments successfully completed shall be retained for the revalidated period, provided the syllabus and methodology now in vogue are similar to the course(s) successfully completed earlier.

6. No study material will be supplied on re-admission. If the earlier study material is replaced, the student will be required to buy changed course material.
7. The students will be allowed to take re-admission in the old course(s) as long as the examination in the old course(s) is conducted by the University and subject to validity of re-admission period indicated at point number 3 above.
8. Students are required to pay the **pro-rata Re-admission fee in lump-sum, for all the courses they failed to successfully complete earlier. Fee once paid will not be refunded under any circumstances.**
9. *Pro-rata fee* for Re-admission would be changed as and when the University revises the Programme fee for various Programmes.
10. The Demand Draft for Re-admission fee together with the re-registration fee of the missed year(s)/semester(s), if any, should be drawn in favour of IGNOU payable at New Delhi/ Please write your Enrol. No., Name and Programme code and also the words '**Re-admission**' on the reverse of the DD.

How to Approach the University?

For your information, addresses of important officers dealing with different aspects are given in this Programme Guide. Whenever you have a problem, you can directly contact the concerned officer.

Samples of various forms currently used in the University are provided in this Programme Guide. Whenever you need any of these please take a photocopy, fill it and send it to us. In case of difficulty or for any further information you may also write on the following address:

Programme Co-ordinator (MTTM)
 School of Tourism and Hospitality Services Management
 Block 15, 2nd Floor
 Indira Gandhi National Open University
 Maidan Garhi, New Delhi-110 068
 E-mail ID: mtm@ignou.ac.in

<p>Contact Phone No.</p> <p>011-29571756</p> <p>011-29571759</p>

Please keep this Programme Guide safely till you complete the Programme. You will need to consult it while working on the Programme.

8. DETAILED STRUCTURE OF MTTM COURSES

MTTM-1 MANAGEMENT FUNCTIONS AND BEHAVIOUR IN TOURISM

- | | |
|--------|---|
| Unit 1 | Tasks of a Professional Manager |
| Unit 2 | Responsibilities of a Professional Manager |
| Unit 3 | Management Systems and Processes |
| Unit 4 | Managerial Skills |
| Unit 5 | Organisational Context of Decisions |
| Unit 6 | Decision Making Models, Techniques and Processes |
| Unit 7 | Management by Objectives |
| Unit 8 | Organisational Culture and Managerial Ethos |
| Unit 9 | Management of Organisational Conflict and Managing Change |

- Unit 10 Organisation Structure and Design
- Unit 11 Managerial Communication
- Unit 12 Planning Process
- Unit 13 Controlling, Delegation and Inter-department Coordination
- Unit 14 Analysing Interpersonal Relations
- Unit 15 Leadership Styles and Influence Process
- Unit 16 Group Dynamics

MTTM-2 HUMAN RESOURCE PLANNING AND DEVELOPMENT IN TOURISM

- Unit 1 Concepts and Process of Human Resource Planning
- Unit 2 Macro Level Scenario of Human Resources Planning
- Unit 3 Methods and Techniques: Demand Forecasting
- Unit 4 Methods and Techniques: Supply Forecasting
- Unit 5 Job Evaluation: Concept, Scope and Limitation
- Unit 6 Job Analysis and Job Description
- Unit 7 Job Evaluation Methods
- Unit 8 Human Resource Information Systems
- Unit 9 Human Resource Audit
- Unit 10 Human Resource Accounting
- Unit 11 Human Resource Development: An Overview
- Unit 12 Human Resource Development Systems
- Unit 13 Task Analysis
- Unit 14 Human Resource Development in Service Industry
- Unit 15 Organising for Human Resource Development
- Unit 16 Emerging Trends and Perspectives

MTTM-3 MANAGING PERSONNEL IN TOURISM

- Unit 1 Functions and Operations of a Personnel Office
- Unit 2 Recruitment and Selection
- Unit 3 Induction and Placement
- Unit 4 Staff Training and Development
- Unit 5 Motivation and Productivity
- Unit 6 Motivation and Job Enrichment
- Unit 7 Career Planning
- Unit 8 Performance Monitoring and Appraisal
- Unit 9 Transfer, Promotion and Reward Policies

- Unit 10 Employee Counselling
- Unit 11 Discipline, Suspension, Retrenchment and Dismissal
- Unit 12 Employee Grievance Handling
- Unit 13 Compensation and Salary Administration
- Unit 14 Laws and Rules Governing Employee Benefit and Welfare
- Unit 15 Gender and Other Related Issues in Tourism

MTTM-4 INFORMATION MANAGEMENT SYSTEMS AND TOURISM

- Unit 1 Data, Information and Knowledge: Intellectual Assets
- Unit 2 Generation of Information: Modes and Forms
- Unit 3 Conceptual Foundation of Information Systems
- Unit 4 Role of Computers in Management
- Unit 5 Introduction to Computers
- Unit 6 Personal Computers and Their Uses
- Unit 7 Computer Networks
- Unit 8 An MIS Perspective
- Unit 9 Information Needs and its Economics
- Unit 10 Management of Information Resources and Control Systems
- Unit 11 Computer, Management Functions and Decision Making
- Unit 12 System Analysis and Design: An Overview
- Unit 13 Information Technologies and Tourism
- Unit 14 Protecting Information in Computers
- Unit 15 Social Dimensions of Computerisation
- Unit 16 Legal Dimensions of Computerisation

MTTM-5 ACCOUNTING AND FINANCE FOR MANAGERS IN TOURISM

Block 1 Accounting Framework

- Unit 1 Accounting and its Functions
- Unit 2 Accounting Concepts and Standards
- Unit 3 Accounting Information and its Applications

Block 2 Understanding Financial Statements

- Unit 4 Construction and Analysis of Profit and Loss Account
- Unit 5 Construction and Analysis of Balance Sheet
- Unit 6 Construction and Analysis of Funds Flow Statements

Block 3 Cost Management

- Unit 7 Understanding and Classifying Costs
- Unit 8 Absorption and Marginal Costing
- Unit 9 Cost-Volume-Profit Analysis
- Unit 10 Variance Analysis

Block 4 Financial and Investment Analysis

- Unit 11 Ratio Analysis
- Unit 12 Leverage Analysis
- Unit 13 Budgeting and Budgetary Control
- Unit 14 Investment Appraisal Methods

Block 5 Financial Decisions

- Unit 15 Management of Working Capital
- Unit 16 Managing Cash Needs
- Unit 17 Capital Structure
- Unit 18 Dividend Decisions

Note: Though, the students will receive MS-04 books for MTTM-5. The students should attempt Assignments for MTTM-5 from MTTM Assignment only).

MTTM-6 MARKETING FOR TOURISM MANAGERS

Block 1 Marketing and Its Applications

- Unit 1 Introduction to Marketing
- Unit 2 Marketing in a Developing Economy
- Unit 3 Marketing of Services

Block 2 Marketing Planning and Organisation

- Unit 4 Planning of Marketing Mix
- Unit 5 Market Segmentation
- Unit 6 Marketing Organisations
- Unit 7 Marketing Research and its Applications

Block 3 Understanding Consumers

- Unit 8 Determinants of Consumer Behaviour
- Unit 9 Models of Consumer Behaviour
- Unit 10 Indian Consumer Market

Block 4 Product Management

- Unit 11 Product Life Cycle
- Unit 12 Product Decisions and Strategies
- Unit 13 Branding and Packaging

Block 5 Pricing and Promotion Strategy

- Unit 14 Pricing Policies and Practices
- Unit 15 Marketing Communication
- Unit 16 Advertising
- Unit 17 Sales Promotion

Block 6 Sales Distribution Strategy and Control

- Unit 18 Demand Forecasting
- Unit 19 Distribution Strategies and Channel Mix
- Unit 20 Managing Sales
- Unit 21 Marketing Strategy and Public Policy

Note: Though, the students will receive MS-06 books for MTTM-6. The students should attempt Assignments for MTTM-6 from MTTM Assignment only

MTTM-7 MANAGING SALES AND PROMOTION IN TOURISM

- Unit 1 Introduction to Sales Management
- Unit 2 Personal Selling
- Unit 3 Sales Process
- Unit 4 Selling Skills
- Unit 5 Retail Communication: Sales Displays
- Unit 6 Sales Force Management
- Unit 7 Sales Planning and Organisation
- Unit 8 Sales : Forecasting, Budget and Control
- Unit 9 Marketing Communication Process
- Unit 10 Promotional Media Use : Case Study of India
- Unit 11 Planning, Managing and Evaluating Promotional Strategy
- Unit 12 Managing Sales Promotion
- Unit 13 Managing Client -Agency Relations
- Unit 14 Message Design and Development

Unit 15 Media Selection, Planning and Scheduling

Unit 16 Measuring Advertising Effectiveness

MTTM-8 MANAGING ENTREPRENEURSHIP AND SMALL BUSINESS IN TOURISM

Unit 1 Entrepreneurship and Small Scale Enterprises

Unit 2 Entrepreneur and Entrepreneurship

Unit 3 Institutional Interface for Small Scale Industries

Unit 4 Opportunity Scanning and Identification

Unit 5 Market Assessment for SSE

Unit 6 Choice of Technology and Selection of Site

Unit 7 Financing the New/Small Enterprises

Unit 8 Preparation of the Business Plan

Unit 9 Ownership Structures and Organisational Framework

Unit 10 Financial Management Issues in SSE

Unit 11 Organisational Relations in SSE : Human Resources

Unit 12 Strategies for Stabilisation and Growth

Unit 13 Management Performance, Assessment and Control

Unit 14 Managing Family Enterprises

MTTM-9 UNDERSTANDING TOURISM MARKETS

Unit 1 Tourism Markets

Unit 2 Tourism Information: Sources

Unit 3 Market Research

Unit 4 Motivation, Trends, Types and Forms

Unit 5 Market Segmentation, Targeting and Positioning

Unit 6 Tourism Markets: Forecasting, New Market-Led Products and Alternate Markets

Unit 7 Domestic Markets - I

Unit 8 Domestic Markets - II

Unit 9 Indian Outbound Markets

Unit 10 East Asia Pacific Region

Unit 11 South Asia

Unit 12 Middle East and Gulf

Unit 13 United Kingdom and Europe

Unit 14 American Market

Unit 15 The NRI Market

Unit 16 Market Constraints

MTTM-10 TOURISM IMPACTS

- Unit 1 Sustainable Development: Tourism Debate
- Unit 2 Global Impacts
- Unit 3 GATS and Tourism
- Unit 4 Economic Impacts: National and Regional
- Unit 5 Economic Impacts: Local
- Unit 6 Economic Impacts: Carrying Capacity
- Unit 7 Economic Impacts: Artisans and Craft Production
- Unit 8 Social Impacts of Tourism – I
- Unit 9 Social Impacts of Tourism – II
- Unit 10 Cultural Impacts
- Unit 11 Environmental Impacts: Wildlife
- Unit 12 Environmental Impacts: Islands and Beaches
- Unit 13 Environmental Impacts: Hills and Mountains
- Unit 14 Political Impacts
- Unit 15 Code of Ethics
- Unit 16 Tourism Legislation

MTTM-11 TOURISM PLANNING AND DEVELOPMENT

- Unit 1 The Evolution of Tourism Planning
- Unit 2 Environmental and Socio-Cultural Considerations in Planning
- Unit 3 Economic Considerations in Planning
- Unit 4 Political Considerations in Planning
- Unit 5 Planning in Tourism (Tourism Systems)
- Unit 6 Approaches to Tourism Planning
- Unit 7 Developing Tourism Plans – I: Components of Tourism Development Plan
- Unit 8 Developing Tourism Plans – II: Techniques, Surveys and Area Characteristics
- Unit 9 Developing Tourism Plans – III: Planning Tourist Attractions: Natural, Cultural and Special Interest
- Unit 10 Developing Tourism Plans – IV: Implementation Elements and Monitoring
- Unit 11 Strategic and Tactical Perspective of Planning
- Unit 12 Global Level Planning
- Unit 13 National Level Planning
- Unit 14 Regional Level Planning

Unit 15 Local Level Planning

MTTM-12 TOURISM PRODUCTS: DESIGN AND DEVELOPMENT

Unit 1 The Service Product: Concepts, Characteristics and Issues

Unit 2 Product Designing

Unit 3 Destination Designing: Issues, Priorities and Concerns

Unit 4 Special Interest Tourism

Unit 5 Culture

Unit 6 Religious Tourism (Pilgrimage)

Unit 7 Ecology and Wildlife

Unit 8 Adventure Tourism

Unit 9 Health Tourism

Unit 10 Island and Beach Tourism Product

Unit 11 Ethnic and Rural Tourism

Unit 12 Cruises

Unit 13 Events

Unit 14 Resorts: Designing and Management

MTTM-13 TOURISM OPERATIONS

Unit 1 Understanding Tourism Operations (Inter-Sectoral Guidelines, Role of Packaging)

Unit 2 Respecting Resident Concerns in Tourism Operations

Unit 3 Quality Management and Customer Care

Unit 4 Managing Tour Operations – I (In-House Operations and Use of Technology)

Unit 5 Managing Tour Operations – II (Field Operations-Inbound and Outbound)

Unit 6 Managing Tour Operations – III (Field Distribution)

Unit 7 Managing a Tour: Escort

Unit 8 Managing Travel Agency Operations – I (Managing Internal Operations, Technology)

Unit 9 Managing Travel Agency Operations – II (Dealing with Principal Suppliers)

Unit 10 Managing Travel Agency Operations – III (Publicity and Promotions)

Unit 11 Managing Hospitality Operations: Organised Sector

Unit 12 Managing Front Office Operations

Unit 13 Managing House Keeping Operations

Unit 14 Managing Food & Beverage Operations

Unit 15 Managing Hospitality Operations: Unorganised Sector

MTTM-14 TOURIST TRANSPORT OPERATIONS (ROAD TRANSPORT)

- Unit 1 Tourist Transport System
- Unit 2 Establishing Your Own Tourist Transport Business (Planning and Forecasting)
- Unit 3 Required Infrastructure and Capital
- Unit 4 Required Infrastructure and Capital
- Unit 5 Costing and Pricing in Tourist Transport Business
- Unit 6 Selling in Tourist Transportation
- Unit 7 Tourist Transport Operations – I
- Unit 8 Tourist Transport Operations – II (Managerial Aspects of Tourist Operations)
- Unit 9 Personnel Management: Recruitment, Training and Briefing
- Unit 10 Transportation Laws and Regulations
- Unit 11 Car Rental Agency Operations
- Unit 12 Managing Leakages

MTTM-15 MEETINGS, INCENTIVES, CONFERENCES AND EXPOSITIONS (MICE)

- Unit 1 The Corporate Sector and Business Traveller
- Unit 2 Incentive Travel
- Unit 3 Meetings, Workshops, Seminars and Conferences
- Unit 4 Understanding Trade Fairs and Exhibitions
- Unit 5 Planning MICE
- Unit 6 Linkages with Tourism
- Unit 7 Travel Agency and Hotel Operations for Business Travellers
- Unit 8 Convention Management – I
- Unit 9 Convention Management – II
- Unit 10 Convention Management – III
- Unit 11 Convention Management – IV
- Unit 12 Managing Expositions – I
- Unit 13 Managing Expositions – II
- Unit 14 Incentive Management

MTTM-16 DISSERTATION

There is a separate guidebook for this.

9. SOME USEFUL CONTACT DETAILS (WHOM TO CONTACT FOR WHAT)

Activity	E-mail ID	Phone No.
Schedule / information regarding examination test, date sheet, hall ticket	sgoswami@ignou.ac.in	29572202 29572209 29535064
Online examination form, updation of hall ticket, attendance sheet of examinees	jlkapoor@ignou.ac.in	29571520
Refund of online examination fee	msharma@ignou.ac.in	29572206
Master Programme Grievance (except BA/BCOM/BSC programme)	mdresukt@ignou.ac.in	29572212 29536103
Bachelors Programme Grievance (except BA/BCOM/BSC programme)	bdresult@ignou.ac.in	29572212 29536103
Bachelors Programme Grievance (BA/BCOM/BSC programme)	bdresult@ignou.ac.in	29572211 29536743
Diploma programme Grievance	dpresult@ignou.ac.in	29572208
Certificate programme grievance	cpresult@ignou.ac.in	29572208
Practicals related grievances	Practicalsed@ignou.ac.in	29572212 29536103
Verification of certificates and issuance of transcripts	gverification@ignou.ac.in	29572210
Assignment related grievances	assignment@ignou.ac.in	29571319
Project related grievances	project@ignou.ac.in	29571321
Degree related grievances	convocation@ignou.ac.in	29572224
Use of unfair means (UFM) cases	ufmgroup@ignou.ac.in	29572208
Empanelment of evaluators	evaltrgroup@ignou.ac.in	29572211
Updation of GC & website related grievances	ksudhir@ignou.ac.in	29572215

You are also advised to get in touch with the Co-ordinator of your Study Centre for timely information.