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IGNOU MTTM (MTTM_NEW) MTTMP-119 sample synopsis, study reference only

What this is. A worked example of a dissertation proposal (synopsis) for MTTMP-119 Dissertation Work, written by ignouproject.com to show the seven proposal components set out in IGNOU's MTTM-16 Dissertation Guide (SOTHSSM, 2017, section 16.3.3). It is not a finished proposal and must not be submitted, copied or adapted as your own. The MTTM-16 Guide states that copied or downloaded material leads to disqualification.

Why the MTTM-16 Guide. MTTMP-119 is the 8-credit, Semester 4 dissertation of the MTTM_NEW programme (IGNOU programme page and Common Prospectus July 2026, p. 90). As of 07 October 2026 we did not find a published MTTMP-119 dissertation guide or proforma. The MTTM-16 Guide is the only published MTTM dissertation guide, so it is used here as the documented baseline. Confirm the current MTTMP-119 instructions with the Programme Coordinator, MTTM, SOTHSM, before you prepare your packet.

What you must supply. Everything in [square brackets]: the city, what you have observed, the studies you have read, your sample, sampling method, schedule and research gap. These come only from your own reading and fieldwork.

Length. The MTTM-16 Guide caps the proposal at 1,000 words. The proposal body in this sample (sections 1 to 7, including the bracketed prompts) is 789 words. The page is set in 12 point, double spaced, for easy reading; the Guide does not prescribe a font or line spacing for the proposal.

How the MTTM-16 packet goes (check if it applies to MTTMP-119). The signed Dissertation Proposal Proforma (Annexure A) is the first page. Two copies are prepared and one is kept. The proposal goes by Registered Post to the Programme Coordinator (MTTM), SOTHSSM, Block No. 15, 2nd Floor, IGNOU, Maidan Garhi, New Delhi 110068. The dissertation starts only after the letter of approval arrives.

Supervisor (MTTM-16 Guide). Any MTTM counsellor at a study centre; or a university or college teacher with at least three years of teaching experience; or a tourism industry professional at Manager rank or above, whose brief bio-data goes with the proposal.

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Sources: MTTM-16 Dissertation Guide, IGNOU (SOTHSSM), 2017, sections 16.3 to 16.7 and Annexure A; MTTM_NEW programme page, ignou.ac.in, read 07 October 2026; IGNOU Common Prospectus July 2026, pp. 23, 27 and 90.

Page 1 of your packet: the proforma

No MTTMP-119 proforma had been published as of 07 October 2026. The MTTM-16 Guide's Annexure A asks for: date; name; Programme Code; Course Code; enrolment number; Regional Centre; complete postal address; study centre and its code; mobile number; e-mail; title of the dissertation; and the supervisor's letter or certificate of approval with signature, name, designation and address. Its Course Code line is printed as MTTM-16. Do not cross it out or retype a copy from a website: ask the Programme Coordinator which form an MTTMP-119 learner should use.

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DISSERTATION PROPOSAL

Programme: MTTM_NEW Course: MTTMP-119 Name: [your name] Enrolment No.:

[]

Supervisor: [name, designation, institution or organisation]

1. Title of the proposed Dissertation

Short-Video Destination Content and Domestic Travel Intention among Young Adults in [City]: A Survey Study.

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2. Rationale behind the proposed topic

Short videos on social media platforms are now one of the ways young people first meet a destination. In [City] I see [describe what you have personally noticed, for example friends choosing weekend trips after watching travel reels, or local operators posting short videos to sell packages]. Whether such content actually changes the intention to travel, and which features of a video matter, is a practical question for destination marketers and small tour operators.

The topic follows directly from two courses of the MTTM_NEW programme: MTTM-111 Tourism Content Creation and Dissemination (storytelling, visual communication, social media, influencer marketing) and MTTM-114 Digital Marketing for Tourism (social media, online travel platforms). The study is limited to one city, one age group and domestic leisure travel, so that it can be completed with field data that I can collect myself within the dissertation semester.

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3. Objectives of the study

- (i) To study the profile and short-video viewing pattern of young adults in [City].
- (ii) To examine the types of destination short videos these respondents report seeing.

(iii) To analyse the relationship between exposure to destination short videos and the intention to visit a domestic destination.

(iv) To explore which features of a video (for example creator type, length, information content) respondents consider credible.

(v) To suggest how destination organisations and small operators in [State] could use short-video content.

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4. Review of relevant literature

Destination image has been explained as a combination of cognitive and affective evaluations formed from several information sources (Gartner, 1994; Baloglu and McCleary, 1999). Social media became a major source in online travel search (Xiang and Gretzel, 2010), and electronic word of mouth has been shown to shape hospitality and tourism decisions (Litvin, Goldsmith and Pan, 2008). The theory of planned behaviour (Ajzen, 1991) offers a way to treat intention to visit as the outcome to be measured.

[Review three to five empirical studies on short-video, social media or influencer content and travel intention, preferably at least two from India. For each, give author, year and source, state its method and what it found in your own words.] The research gap is [state it after your review, for example that no study has examined young adults in this city or compared creator types].

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5. Outline of the research plan and methods

Design. Descriptive and analytical survey.

Population and sample. Young adults aged [18 to 30] living in [City]. A planned sample of [n] respondents, size justified by [method, for example a published sample-size table or your supervisor's advice], selected by [sampling method] because [reason].

Tool. A structured questionnaire in [English / English and Hindi] with five sections: profile; platform use; exposure to destination short videos; perceived credibility of videos; intention to visit, measured on a five-point agreement scale. A pilot with [n] respondents will be run before the main survey.

Secondary data. [Latest edition of India Tourism Statistics, Ministry of Tourism] and [State tourism department reports] for context only.

Analysis. Frequencies and percentages; cross-tabulation of intention by exposure; mean scores for credibility items; [an appropriate test of association, chosen with your supervisor after the pilot]. Opinions will be kept separate from facts.

Ethics. Only adults will be surveyed; respondents will be told the purpose, asked for consent and not named.

Time frame. [Write your own schedule, starting only after the approval of this proposal reaches you.]

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6. Chapter outline

Chapter 1, Introduction: background, rationale, objectives, scope. Chapter 2, Review of literature. Chapter 3, Research methodology. Chapter 4, Short-video tourism content: platforms and practice in [City or State]. Chapter 5, Analysis and interpretation of survey data. Chapter 6, Findings, suggestions and conclusion. Bibliography. Appendices: questionnaire, pilot notes.

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7. Preliminary bibliography

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.

Baloglu, S. and McCleary, K. W. (1999). A model of destination image formation. *Annals of Tourism Research*, 26(4), 868-897.

Gartner, W. C. (1994). Image formation process. *Journal of Travel and Tourism Marketing*, 2(2-3), 191-216.

IGNOU (2026). *Common Prospectus July 2026*, section 3.36, Master of Tourism and Travel Management (MTTM_NEW). New Delhi: IGNOU.

Litvin, S. W., Goldsmith, R. E. and Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management*, 29(3), 458-468.

Xiang, Z. and Gretzel, U. (2010). Role of social media in online travel information search. *Tourism Management*, 31(2), 179-188.

[Add the empirical studies you reviewed in section 4 and any Ministry or State documents you used.]

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Before you send it, check: all seven components present; not more than 1,000 words; objectives describe what you will study, not what you expect to find; the data can really be collected by you within the semester; the course code you write matches your own registration (MTTMP-119, not MTTM-16, unless the Programme Coordinator tells you otherwise); the proforma signed by your supervisor is the first page; bio-data enclosed if your supervisor is not an MTTM counsellor; one copy kept.

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