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[Roll No.]

BTTM-302

**Bachelor of Tourism & Travel
Management (BTTM) IIIrd Semester
Examination Dec., 2023**

**ITENERARY PREPARATION AND
TOUR PACKAGING**

Time : 2 Hours]

[Max. Marks : 35

Note :- This paper is of Thirty five (35) marks divided into two (02) Sections 'A' and 'B'. Attempt the questions contained in these Sections according to the detailed instructions given there in. *Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.*

Section-A

(Long Answer Type Questions) 2×9½=19

Note :- Section 'A' contains Five (05) Long-answer type questions of Nine and Half (9½) marks each. Learners are required to answer any *two* (02) questions only.

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(1)

P.T.O.

1. An innovative itinerary is pivotal for a successful tour operation but a tour operator has to consider the various constraints and grey areas in preparation of innovative itineraries. Discuss the constraints and grey areas in innovative itinerary preparation.
2. Define the concept of an itinerary. Explain how to plan tour itinerary effectively.
3. Special Interest Tourism encompasses a diverse range of categories, each designed to fulfill specific traveler interests. Explain the given statement. Also highlight the salient features of Special Interest Tourism.
4. Explain the importance of negotiating and contracting with suppliers in developing tour package. What strategies can be employed for successful negotiations ?
5. Discuss the product pricing strategies for the new products and existing products.

Section–B

(Short Answer Type Questions) 4×4=16

Note :- Section ‘B’ contains Eight (08) Short-answer type questions of Four (04) marks each. Learners are required to answer any *four* (04) questions only.

1. Discuss the role of tour escort.

2. Explain the types of accommodation that can be offered to tourists in an itinerary.
3. What is pre-planned tour itinerary ? Explain the benefits of pre-planned itinerary.
4. What is Wellness Tourism ? What are the important features of wellness packages ?
5. Write a note on FIT and GIT, tour Packages.
6. What do you understand by Corporate Tourism ? What are essential features of Corporate Tour package ?
7. Explain Fixed Cost and Variable cost in tour pricing.
8. What are the factors that affect the tour pricing ?
