

**K-647**

Total Pages : 3

Roll No. ....

## **MTTM-302**

### **Itinerary Planning and Tour packaging**

Master of Tourism & Travel Management (MTTM)

3rd Semester Examination, 2023 (Dec.)

**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 therein. 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)**

**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.

(2×9½=19)

1. What is Tour package? Also discuss the features of Adventure Tour Packages.
2. Who is a tour Escort? Discuss the role of tour escorts in tour packages.
3. What do you mean by pricing of a Tour Package? Also discuss the factors which affect tour pricing.
4. Discuss the meaning, features and significance of special interest tour packages.
5. Explaining the features of Pilgrimage and Festival tour packages.

## **SECTION-B**

### **(Short Answer Type Questions)**

**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. (4×4=16)

1. What should be included to make an itinerary more effective?
2. Describe the facilities provided by Indian Hotels for business tourists.

3. Make a list of important destinations of MICE tourism in India.
  4. What do you understand by "tour package promotion"? What are the various channels used for tour package promotion?
  5. What is the importance of analysing Business Environment for packaging Tours?
  6. Explain the role and significance of tour package towards the growth and development of adventure tourism.
  7. Develop an itinerary (with route map) for a group of senior citizens interested for Char Dham yatra of India.
  8. Differentiate between Tailor made and Pre-designed tour itineraries.
-

