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Total Pages : 4

Roll No. -----

MTTM-302

Itinerary Planning and Tour Packaging

Master of Tourism & Travel Management (MTTM)

3rd Semester Examination 2024(Dec.)

Time: 2:00 hrs

Max. Marks: 35

Note : This paper is of thirty five (35) marks divided into Two (02) Section 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.

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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.

(2x9½=19)

- Q.1. What are the key component and elements that make an effective tour itinerary? Discuss how each element contributes to the overall success of a tour from the perspective of both the travel agency and the customer.
- Q.2. What are MICE-centric itineraries, and how do they differ from regular tourism itineraries? Discuss their unique features and provide case examples of successful MICE-centric tour packages.
- Q.3. What are the essential elements and steps involved in formulating a standard tour package? How do these elements impact customer satisfaction and the operational efficiency of the tour operator?

- Q.4. Explain the importance of a pre-active approach in the marketing of tour packages. How does this approach differ from a reactive approach, and how can it enhance the effectiveness of tour package promotion?
- Q.5. Discuss the significance of cultural tourism packages in India, focusing on pilgrimage, festivals, and visit to monuments and museums. How do these packages contribute to the preservation of India's cultural heritage and promote tourism?

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.

[4x4=16]

- Q.1. How does the itinerary structure affect the success of a tour?

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- Q.2. What is the scope of itinerary planning in the tourism industry?
- Q.3. How can research contribute to the development of an effective itinerary?
- Q.4. Describe the systematic approach of itinerary preparation.
- Q.5. Explain the differences between tailor-made and fixed itineraries.
- Q.6. What are the limitations of tour packaging?
- Q.7. Provide examples of how monuments and museum visits can be packaged as part of cultural tourism.
- Q.8. What are the key considerations when designing eco-tourism and medical tourism packages?
