

A-373

Total Pages : 3

Roll No. -----

MTTM-302

Itinerary Planning and Tour Packaging

Master of Tourism & Travel Management (MTTM)

3rd Semester, Examination 2024 (June)

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 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 (9.5) marks each. Learners are required to answer any Two (02) questions only.

[2x9.5=19]

P.T.O.

- Q.1. Define Tour Itinerary. What are the main benefits of flexible tour itinerary? Also differentiate between Tailor made itinerary and flexible itinerary.
- Q.2. Write a note on Escorting services in India.
- Q.3. Prepare a cultural tour itinerary for international tourists covering the important destinations of Rajasthan.
- Q.4. Elaborate the uniqueness of aero sports in Uttarakhand State. Also discuss the important destinations popular for aero sports.
- Q.5. Discuss the meaning, features and significance of 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.

[4x4=16]

- Q.1. What are the unique features of special interest tour itineraries?
- Q.2. Describe various types of tour package with suitable examples.
- Q.3. Discuss the meaning and features of Brochures.

- Q.4. Explain various adventure tourism activities possible in India along with the favourable destinations of each sports activity.
- Q.5. Describe the features of land-based adventure tour package.
- Q.6. Explain the scope of pilgrimage tourism in India. Describe any one pilgrimage place of south India.
- Q.7. Write a detailed note on MICE.
- Q.8. Difference between FIT and GIT.
