

A-0646

Total Pages : 4

Roll No.

MTTM-302

Master of Tourism & Travel Management (MTTM)

(Itinerary Planning and Tour Packaging)

Examination, June 2025

Time : 2:00 Hrs.

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) $2 \times 9\frac{1}{2} = 19$

Note :- Section 'A' contains Five (05) Long-answer type questions of Nine and Half ($9\frac{1}{2}$) marks each. Learners are required to answer any *two* (02) questions only.

1. Define the terms ‘itinerary’ and ‘travel plan’. How do they differ in the context of tourism management ? Discuss the scope and significance of both in the planning and execution of successful tours.
2. Define the roles of a tour manager and a tour escort. How does the itinerary prepared by each differ in terms of content and function ? Provide case examples of real-life tours where these roles and itineraries are crucial.
3. Define tour packaging and explain its significance in the tourism industry. Discuss the scope and limitations of tour packaging, particularly in the context of modern-day tourism demands.
4. Discuss the role of land-based adventure tourism packages (such as trekking, mountaineering, skiing, and wildlife watching) in the Indian tourism industry. Provide case examples where these types of packages have been successful in attracting tourists.

5. Define special interest tour packages and explain how ethnic, eco, medical, health, and holiday packages differ from traditional tours. Discuss how these packages can cater to niche markets and their growing importance in the Indian tourism industry.

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 significance of an itinerary in tourism management.
2. List and explain the key components of an effective tour itinerary.
3. What types of information are crucial for preparing a tour itinerary ?
4. What are the common constraints faced during itinerary preparation ?

5. What is the difference between a tour manager's itinerary and a tour escort's itinerary ?
6. Provide examples of special interest itineraries and their importance.
7. Share a case example of a successful MICE-centric itinerary.
8. What are the key elements involved in formulating a standard tour package ?
