



# UTTARAKHAND OPEN UNIVERSITY HALDWANI (NAINITAL)

## BTTM Third Semester Assignment

Programme Code: BTTM 16 (Summer/Winter)

Session: 2017-18

Last Date of Submission:

31 Oct. 2017 (For Summer)

30 April 2018 (For Winter)

Course Title: Itinerary Preparation & Tour Packaging

Course Code: BTS-302

Maximum Marks: 15

Section 'A' contains 08 short answer type questions of 2 marks each. Learners are required to answer 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Briefly discuss the following:

1. Itinerary
2. Tailor Made Itinerary
3. Tour Guide
4. MICE Tourism
5. Tour Costing
6. Packaging
7. Mountaineering
8. General Sales Agent (GST)

Section 'B' contains 4 long answer-type questions of 3.5 marks each. Learners are required to answer any 2 questions only.

1. What is Sustainable Tourism? Also discuss its salient features.
2. Write a detailed note on Land based Adventure Sports Activities.
3. Discuss the components of an effective Tour Itinerary.
4. Describe the significance and limitations of Tour packaging.