



# UTTARAKHAND OPEN UNIVERSITY

## HALDWANI (NAINITAL)

### MTM Third Semester Assignment

Programme Code: MTTM 16

Session: Summer & Winter

Last Date for Submission:

For Summer Session: 31 October 2017

For Winter Session: 30 April 2018

Course Title: Itinerary Planning & Tour Packaging

Course Code: MTTM 302

Maximum Marks: 15

#### Section – A

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. Group Inclusive Tour (GIT)
4. MICE Tourism
5. Tour Costing
6. Packaging
7. Incentive Travel
8. Off Season Rate

Section 'B' contains 4 long answer-type questions of 3.5 marks each. Learners are required to answer any 02 questions only.

1. Discuss the importance of product knowledge in itinerary planning.
2. What are the basic steps to be followed while planning any tour itinerary?
3. Discuss the components of an effective Tour Itinerary.
4. Describe the significance and limitations of Tour packaging.