



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)

BTS THIRD SEMESTER ASSIGNMENT

Programme Code: BTS12

Last Date of Submission: 15 JANUARY 2015

(जमा करने की अन्तिम तिथि: 15 जनवरी 2015)

Course Title: ITINERARY PREPARATION AND TOUR PACKAGING

Code: BTS302

Year: 2014-15 (Summer)

Maximum Marks: 20

Section 'A' contains 08 short answer type questions of 2.5 marks each. Learners are required to answers 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Briefly discuss the following:

1. Define tour itinerary? Describe benefits of tour itinerary.
2. List various sources of information available for a tour operator in India.
3. Define cost. What are the factors affecting the tour cost?
4. Differentiate between Domestic Tourism, Inbound Tourism and Outbound Tourism.
5. What are the unique features of special interest tour package?
6. List out some outbound packages.
7. What is the full form of MICE? Give two MICE destination in India?
8. What are the basic step follow while itinerary is planning?

Section 'B' contains 04 long answer-type questions of 05 marks each. Learners are required to answers 02 questions only.

1. What is cultural tourism? Explain the cultural heritage of Kerala with suitable examples?
2. What are the unique features of special interest tour package? Also illustrate present trends of special interest tourism in India.
3. What is Adventure tourism & give examples of adventure sports of India? Also draw a route map of adventure itinerary to Garhwal Himalaya.
4. What is a tour Escort? Explain the main responsibilities of tour escort in the changing tourism Market place.