



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)

**MTM THIRD SEMESTER ASSIGNMENT**

*Programme Code: MTM12*

*Session: 2013-14 (Summer)*

*Last Date of Submission: 15 JANUARY 2014*

*(जमा करने की अन्तिम तिथि: 15 जनवरी 2014)*

**Course Title: Itinerary Perparation and Tour Packaging**

**Code: MTM302**

**Year: 2013-14**

**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. What is a tour itinerary? What are its main elements?
2. What are the main difference between flexible itinerary and pre-planned tour itinerary?
3. What are the main responsibilities of tourist escort?
4. Define MICE. What are the main features of MICE?
5. Briefly explain advantages and disadvantages of Tour Package.
6. Define water based sports? What are the main water sports in India?
7. Identify main objectives of Tour marketing.
8. What is the importance of adventure tourism?

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

1. Highlight the challenges being faced by the players of tourism industry while developing and sustaining relationships.
2. Define the concept of special interest tourism. Also suggest 5 days tour itinerary for international tourists who wanted to visit Himalayas.
3. Develop an itinerary (with route map) for a group of college students from Japan interested aero based adventure tourism in India.
4. Prepare a cultural tour package for international tourists covering destinations from Uttarakhand.