



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)

MTM THIRD SEMESTER ASSIGNMENT

Programme Code: MTM12

Last Date of Submission: 15 JANUARY 2015

(जमा करने की अन्तिम तिथि: 15 जनवरी 2015)

Course Title: Itinerary Perparation and Tour Packaging

Code: MTM302

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. What is a tour itinerary? What should include making an itinerary more effective?
2. What are the main benefits of flexible tour itinerary?
3. What are the unique features of special interest tour package?
4. Define MICE. Make a list of important destinations of MICE tourism.
5. Explain the meaning and definition Tour package.
6. Why is Market Analysis necessary in Tour Operations Business?
7. What are the various aero sports in India?
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. Explain the meaning and definition of Special Interest Tourism. Explain the scope and potential of Special Interest Tourism in India.
2. What is a tour Escort? Also illustrate the significant role played by the tour escorts in both inclusive and escorted tours.
3. Discuss the Meaning and Concept of Tour costing & pricing. Also state various types of Tour costs.
4. What do you mean by Adventure? Also explain the role and significance of itineraries towards development of adventure tourism.