QP CODE: 24021672

24021672

Reg No : .....

Name : .....

B.VOC DEGREE REGULAR / IMPROVEMENT / REAPPEARANCE EXAMINATIONS, MAY 2024

Fourth Semester

B.Voc Tourism and Hospitality Management

THM4ST05 - TOUR PACKAGING AND ITINERARY PREPARATION

2018 Admission Onwards

C53D73BB

Time: 3 Hours Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is incentive tour?
2. What is sightseeing?
3. What do you maen by activities in a tourist destination?
4. What is special interst tour packages?
5. Write any two meals plan in tour intinerary prearation.
6. Write any one factor affecting tour cost.
7. What do you mean by airfare?
8. Write any 2 significance tour cost sheet.
9. Expand GIT.
10. Write any tourist attraction in Munnar.
11. What do you mean by travel trade?
12. Who is a tour manager?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Briefly explain any two types of itinerary.

14. Breifly explain market research in Tourism.

15. What is complementary product in a package tour?

16. What are the contents of a travel brochure?

17. Briefly explain the concept of tour cost.

18. Briefly explain grey areas involved in prepration of innovative itineraries.

19. Briefly explain any two types of pricing strategies using in tour package designing.

20. Write a short on any 3 tourist destinations in Wayanad.

21. What is Heritage tourism? Give the 3night /4days tourism itinerary of Rajasthan?

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. List the steps in planning an itinerary.

23. Write a note on inclusion and exclusion.

24. Develop an itinerary for a group of tourism students from UK interested to understand and experience Cochin-Munnar-Thekkady.

25. Discuss how to calcualte pricing for MICE package.

(2×15=30)