22103872

QP CODE: 22103872

Reg No : .....

Name : .....

B.VOC DEGREE REGULAR / IMPROVEMENT / REAPPEARANCE EXAMINATIONS, NOVEMBER 2022

Fourth Semester

B.Voc Tourism and Hospitality Management

THM4ST05 - TOUR PACKAGING AND ITINERARY PREPARATION

2018 Admission Onwards

151CEDEC

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What is escort itinerary?
2. What do you mean by attraction of a destination?
3. What is travel insurance?
4. What is negotion in tour package?
5. Write any two components of an itinerary.
6. What is printing and publicity cost for tour package?
7. What do you mean by motor coach pricing?
8. What do you mean by tour wholesaler quatation?
9. What is outbound tourism?
10. Expand MICE
11. Write any 3 tourist attraction in Goa.
12. Write any 2 tourist attraction of Delhi.

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. What do you mean by tour itinerary? Explain the significance of tour itinerary.

14. Give essential travel itinerary information to develop a tour package.

15. Write a short note on travel cost.

16. What are purposes of brochure in travel business?

17. Briefly explain activity cost with an example.

18. Briefly explain indirect cost in itinerary prepration.

19. Write a short note on skimming pricing.

20. Prepare an itinerary for 5 days Cochin to Hyderabad.

21. Write about any 2 tourist destinations in Agra.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Discuss the various factors influencing tour package formulation.

23. Write a note on pre-designed tour itinerary.

24. Develop an itinerary for a group of college students from Japan interested based adventure tourism in India.

25. Prepare a brochure including the tourist destinations in Hyderabad.

(2×15=30)