QP CODE: 21102701

21102701

Reg No : .....

Name : .....

B.VOC DEGREE EXAMINATIONS, OCTOBER 2021

Fourth Semester

B.Voc Tourism and Hospitality Management

THM4ST05 - TOUR PACKAGING AND ITINERARY PREPARATION

2019 Admission Onwards

F65986FF

Time: 3 Hours Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What is itinerary?
2. What is accomodation?
3. Write any two purposes for preparing an intinerary.
4. What do you mean by market strategies?
5. What do you mean by accomodation cost?
6. What do you mean by travel document?
7. Why costing so important in itineray preparation. Comment.
8. What is conference?
9. Write any two major mice destinations in India.
10. Write any 3 tourist attraction in Cochin.
11. Where is Ramoji filim city located?
12. Write any two features of tour itinerary.

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Write a note on pre-designed itinerary.
14. Briefly explain the intial research in tourism marketing before prearing an itinerary.

15. Write a short note on tour cost.

16. How to use social media to promote a packe tour?

17. Briefly explain transfer cost.

18. Briefly explain variable cost in tour itinerary.

19. Briefly explain the significance of tour cost.

20. Write a short notes on attraction in Hyderabad.

21. Briefly explain any two tourist destinations in Delhi.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. What are the various types of tour packages?

23. Write a note on FIT and GIT.

24. Prepare a cultural tour package for international tourists covering destinations in Kerala onam festivals.

25. Prepare an itinerary for your national trip 10 days -Delhi -Agra-Kulu -Manali.

(2×15=30)