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Total No. of Pages : 02

Total No. of Questions : 09

Bachelor of Tourism and Travel Management (Sem.-4)

ITINERARY PREPARATION

Subject Code : BTTM-403-18

M.Code : 77520

Date of Examination : 23-05-2025

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES:

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1. SECTION-A is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
 2. SECTION-B contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
 3. SECTION-C contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

SECTION - A

1. Write briefly :
 - a) What is meant by a product-based itinerary?
 - b) List two don'ts of itinerary preparation.
 - c) What does FIT stand for?
 - d) What is an all-inclusive itinerary?
 - e) Name any two popular destinations included in the Temple Circuit of South India.
 - f) Define a custom-made itinerary with an example.
 - g) Write any two important features of the Great Indian Heritage Circuit.
 - h) Name two destinations popular in the Himalayan Safari itinerary.
 - i) Mention two adventure tourism destinations in India.
 - j) What are the key elements of a wellness itinerary?

SECTION - B

2. Explain the importance of duration and budget in itinerary planning.
3. Discuss the components and benefits of an all-inclusive itinerary.
4. Describe the Great Indian Heritage Circuit with major destinations.
5. Prepare a short itinerary for a 3-day temple tour in Tamil Nadu.
6. Write a note on health tourism in India with the key destinations.

SECTION - C

7. Prepare a 7-day itinerary for a foreign tourist visiting the Golden Triangle and nearby destinations.
8. Discuss various types of itineraries with reference to their use in different tourism products.
9. Design a special interest itinerary focused on the cultural tourism in Central India.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.