

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER -III– EXAMINATION – WINTER 2021

Subject Code: 4539294

Date: 19-02-2022

Subject Name: Tourism and Hospitality Management

Time: 10:30 AM TO 01:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** Define following terms. 14
- (a) FIT
 - (b) IHHA
 - (c) Concierge
 - (d) Bell Desk
 - (e) Revenue Center
 - (f) Inbound Tourism
 - (g) Hall Porter
- Q.2** (a) What are the components of tourism? 07
- (b) Discuss major trends of tourism industry in India? 07
- OR**
- (b) Discuss India as a Tourist Place. 07
- Q.3** (a) What are the different types of travel agencies in India? 07
- (b) 'Fair & Festivals promote tourism of a country'- justify the statement. 07
- OR**
- Q.3** (a) How do you clarify tour operations? 07
- (b) Explain tourism product life cycle. 07
- Q.4** (a) Draw an organization chart for a medium sized hotel. 07
- (b) 'Five star classifications are better facilitators now a day in India'
Discuss as a manager of five star hotels. 07
- OR**
- Q.4** (a) 'Hospitality industry is a part of travel and tourism industry, Discuss with scope of hospitality management. 07
- (b) Indications for star classifications. 07

Q.5 Tourism today is an important economic sector today. It is contributing effectively to the gross national product (GDP) of many countries in the world, because of its role in the national resources development and generating employment, in addition to its social and cultural importance.

With this premise, Kingdom of Saudi Arabia believes in the effective role of tourism in its socio-economic development, coupled with the keenness of Kingdom's wise leadership for Kingdom to have an influential role in the field of tourism, in a manner consistent with the principles, values and traditions governing the Saudi society.

Ever since its establishment, SCTH has made tremendous progress in the tourism sector in many areas. In order to meet its forecasts squarely, SCTH's immediate task was to develop its structure and statute, in addition to raising the social awareness of tourism and antiquities and its acceptance by the Saudi society. This required a broad participation of all relevant sectors of the society, with an emphasis that the Saudi citizen is the main focus of tourism in the Kingdom and all plans and programs to revolve around him.

The present booklet is meant to answer most of the questions related to tourism and antiquities in the Kingdom, and highlighting the functions and roles of SCTH in the system, which takes responsibility for the development of this promising economic sector. We hope that the partners and employees in the tourism sector, as well as the Saudi citizens, in general, will find this booklet answering adequately to whatever query that comes to their mind, and to any questions about the tourism and national heritage in the Kingdom, as well as efforts of SCTH in this direction.

SCTH - a brief history:

Supreme Commission for Tourism (SCT) was established by resolution of the Council of Ministers, No. (9), dated 14/04/2000. By a subsequent decision of the Council of Ministers No. (78), dated 24/03/2008 SCT's name was changed to Saudi Commission for Tourism and Antiquities (SCTA), having assumed control of the Antiquities and Museums sector in 2008.

On 29 June 2015, the Council of Ministers approved to change the name of (Saudi Commission for Tourism and Antiquities (SCTA) into the Saudi Commission for Tourism and National Heritage (SCTH).

SCTH Vision

The vision of SCTH includes promotion of tourism sector and all its activities in the Kingdom while working within the concept of partnership with the various stakeholders and achieve a distinguished and sustainable tourism development to reap the social, cultural, ecological and economic benefits to the Saudi citizen while holding fast to Kingdom's intrinsic, religious, social and cultural values.

Major objective of SCTH is to bring about the unified leadership and strategic planning for tourism in order to create a precise framework for consolidation and restructuring of the tourism industry, as well as planning for its steady growth.

Efforts of SCTH are supervised and run by its Board of Directors as the sole authority vested with the affairs of the Commission. SCTH Board of Directors is chaired by His Royal Highness Prince Sultan bin Salman bin Abdul Aziz, and the Board has a membership of a number of Under-Secretaries and officials from several tourism relevant Miniseries of the Kingdom.

SCTH works to facilitate sustainable and successful development for tourism industry in the Kingdom through paving a clear path for this important industry, as well as

working in close partnership with tourism industry leaders and partners to create a sound environment in which this emerging industry can achieve a high degree of self-sufficiency.

SCTH Mission

With regard to SCTH mission towards national heritage, it will strengthen capacities of Antiquities and Museum sectors as well as preserving, registering, excavating and studying the national antiquities besides developing the museums and urban heritage, raising people's awareness on the cultural heritage of the Kingdom, effectively managing the antiquities and museums, rehabilitating and developing cultural resources in order to prove to the member of the society and prompting the private sector investments in the antiquities and museums projects.

Board of Directors: All the activities of SCTH are approved by the Governing Council (the Board of Directors), which is the sole authority vested with the affairs of the Commission. SCTH's Board of Directors is chaired by His Royal Highness Prince Sultan bin Salman bin Abdul Aziz, and the Board has a membership of a number of Under-Secretaries and officials from several tourism relevant Miniseries in the Kingdom of Saudi Arabia.

SCTH's core activities: SCTH governs all the tourism activities and tourism professions in the Kingdom and oversees the tourism accommodation sector (hotels and furnished apartments). It actively assists in organizing tourist visas for important visitors in coordination with the Ministries of Interior and Foreign Affairs. SCTH identifies tourist sites and plans ways to preserve them. It supervises the work of tour operators, tourism and travel agencies and tourist guides by awarding them operation licenses on the basis of their credentials. It supports tourism projects and provides necessary facilities in them, in addition to its absolute and inclusive control over the development of archeological sites and museums across the Kingdom.

- (a) What are the main fundamentals of tourism in the Kingdom? 07
(b) What is the role of tourism in the growth of cultural experience in Saudi Arabia? 07

OR

- Q.5** (a) When did tourism originate in the Kingdom? 07
(b) What is the historical depth of tourism in the Kingdom? 07
