

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER –III-EXAMINATION – SUMMER-2022

Subject Code: 4539294**Date: 14-07-2022****Subject Name: Tourism and Hospitality Management****Time: 02:30 PM TO 05:30 PM****Total Marks: 70****Instructions:**

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

Q. No.	Question Text and Description	Marks
Q.1	Explain the following: (a) Tourism Infrastructure. (b) Travel Agency (c) UNWTO (d) Sustainable tourism (e) Sico (f) Cost Centers. (g) Concierge	14
Q.2	(a) Explain the Product life cycle concept with respect to Tourism & Hospitality Industry.	07
	(b) Explain the organization Structure of Large sized Hotel.	07
	OR	
	(b) Explain the various phases of tourism in detail.	07
Q.3	(a) Define Tourism. Explain Phases & Components of tourism.	07
	(b) “Destination Wedding” has boosted Tourism & Hospitality industry. Is the statement correct? Explain.	07
	OR	
Q.3	(a) Differentiate between Travel Agency & Tour operator.	07
	(b) “Tourism Advertising Campaign by incredible Indian states”. Explain & write tourism tag lines of any three Indian States.	07
Q.4	(a) Explain Global Scenario of the Industry.	07
	(b) Explain the challenges faced by Tourism industry due to its inherent service characteristics. Also explain the strategies to deal with these challenges. Explain it with the help of examples.	07
	OR	
Q.4	(a) Write a note on TAAI & IATO.	07
	(b) Prepare a marketing communication plan for a hypothetical tourism and hospitality unit.	07

Q.5

Statue of Unity (SOU) awarded one of World's 100 greatest places in 2019

Located in a remote stretch in Narmada district, the 'Statue of Unity' is anticipated to give a major boost to the Gujarat's tourism industry. It has already been recognised as one of World's 100 greatest places in 2019 by the TIME Magazine. Its development is expected to stimulate growth in the allied sectors, including real estate in Gujarat.

With the inauguration of the 182-m tall 'Statue of Unity', the land of rich and vibrant cultural heritage, Gujarat, has positioned itself as a leading tourist destination. The statue unveiled by the Prime Minister on 31st October, 2018 was presented as a tribute to freedom fighter Sardar Vallabhbhai Patel on his 143rd birth anniversary. The spectacular monument, which is twice the height of Statue of Liberty in the US and four times the height of Christ the Redeemer in Brazil is touted to be the world's tallest statue and is constructed on Sadhu Bet island, near the Sardar Sarovar Dam in Narmada district. Moreover, it has been listed in the TIME magazine as World's 100 Greatest Places of 2019. Simultaneously, it attracted 34,000 visitors in a single day, setting up a new record in itself.

A mammoth amount of Rs 3,000 crore has been spent on creating this record-breaking statue, and the history suggests that its development will propel the growth of several industries in its vicinity. Once- in-a-lifetime statues or structures such as the Statue of Unity not only create tourism opportunities, but also give rise to infrastructure development and promote growth in allied sectors. For instance, the development of Eiffel Tower in Paris proved to be an epicentre of growth and has played a monumental role in carving a name for the city on the global map.

The government's plan to establish a huge tourism hub on the lines of the Kutch winter festival near the statue will promote tourism in the region. The hub will offer adventure activities and water sports to the tourists along with world-class light and sound show and musical fountains. To start with, basic infrastructure such as a tent city near Sadhu Bet will come up with 250 tents that will remain operational throughout the year. State tourism minister, Ganpat Vasava, has even said that the site will attract foreign tourists and holds the potential to be developed as an eco-tourism site. An average of 15,000 visitors are expected at the site on a daily basis.

- (a) Critically evaluate SOU as a Tourist Product. **07**
- (b) Design strategies to deal with peculiar characteristics of SOU tourism product. **07**

OR

- Q.5** (a) Develop a campaign for SOU to attract foreign tourists. **07**
- (b) Develop a similar campaign for domestic tourists. **07**
