

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER –III-EXAMINATION – WINTER-2022**

**Subject Code: 4539294****Date:27/01/2023****Subject Name: Tourism and Hospitality Management****Time:10:30 AM to 1:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1** Definitions / terms / explanations / short questions based on concepts of theory/practical **14**
1. Cultural Tourism
  2. Lobby Manager
  3. Visitor and Excursionist
  4. Revenue Centre
  5. What is 'UNWTO'?
  6. Hall Porter
  7. What is 'IATO'?
- Q.2** (a) Explain the concept of 'Tourism Product Life Cycle' by illustrating example/examples of your choice. **07**
- (b) Differentiate between travel agencies and tour operators and their role in smooth functioning of tourism and hospitality industry. **07**
- OR**
- (b) List out different types of tourist destination and explain each of its type in context of destinations in India. **07**
- Q.3** (a) The Oberoi Rajvilas is a five star an iconic luxury hotel located in Jaipur; a royal resort set in a breathtaking thirty two acre oasis of beautiful landscaped gardens, filled with beautiful trees and exotic birdlife. What type of revenue centres may be there in five star hotel and explain likely revenue centres of a five star hotel in context to Oberoi Rajvilas. **07**
- (b) What is the role of WTO in travel agency organization? **07**
- OR**
- Q.3** (a) Discuss the guest's check-in and check-out procedures in detailed manner. What care should be taken so as to delight the customers regarding overall experience of the guests? **07**
- (b) Draw and discuss the organization structure of a large hotel. **07**
- Q.4** (a) Discuss the role of Travel Agents Association of India (TAAI) **07**
- (b) What do you understand by cost centers. Give some examples. **07**
- OR**
- Q.4** (a) Observing the current growth situation in tourism industry, Ms. Patel is very keen to start a four star luxurious hotel near Statue of Unity. What required criteria she has to meet as per the HRACC for receiving "4 star" category award. **07**

Q.5

**Case Study -Zostel and the hostel revolution in India**

Finding clean, friendly, cheap accommodation in India can be a challenge. It's a hit-and-miss affair that can go remarkably well ... or ... not well at all, depending on recommendations, luck and maybe karma. There are lots of soulless budget hotels and lots of charming but one-off guest houses and homestays. But you never know what you're going to get. The gap in the market is the luxury hostel chain. Zostel hostels are hip, affordable, comfortable and at the upper end of the luxury hostel experience when you stay in one of the private rooms.

**Comfort, community, creativity**

It's this combination of common area, creativity, comfort, plus the relaxed attitude of the management, that makes Zostel such a welcoming, friendly and chilled environment. And while each Zostel hostel is architecturally unique and reflects the local culture, travellers can rely on standardization and quality control throughout the chain. So not only are the Zostel people hip ... they're also respectful, too, and sensitive to local culture. They also know how to throw a party. During Pushkar Camel Fair, Zostel (franchise in Rajasthan's Pushkar) invites gypsy musicians, dancers and a fire breather to entertain residents and guests. They also serve local snacks and chai. An evening culminated in a fun dance party, where everyone jumps up and dances to the catchy beat.

**Zostel belongs to....**

If you are a backpacker this might interest you, well, even leave you happy. Now you can plan your next backpacking adventure to destinations like Kedarnath, Ladakh, Jaipur and Jodhpur leaving behind the horror of untidy hotels and stinking washrooms. Zostel is India's first chain of backpacker hostels offering secure, hygienic, centrally-located and pocket-friendly accommodation for Solo and group young travellers. Zostel provides spacious AC dorms, common kitchen, laundry service, TV, Internet, library, board games and other interactive facilities just under Rs 1000.

- (a) What are the basic necessities of an Indian traveller who is young but can't afford to stay in luxury hotels? How are their travel habits according to you? 07
- (b) What innovative strategies can be adopted so as to make Zostels more appealing to the backpackers and young travellers? 07

**OR**

- (a) Whom is Zostel targeted to? What are the key determinants of its success? 07
- (b) What are the main challenges Zostel could face in the future? What alternative strategies can be used to promote Zostel among its target market? 07

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