

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA- SEMESTER - III-EXAMINATION- SUMMER-2023

Subject Code: 4539294**Date: 01/07/2023****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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1** Each question carries 02 marks **14**
 (a) What is the meaning of 'Hotel Revenue Centers'?
 (b) Define 'Product Life Cycle'.
 (c) What is 'TAAI'?
 (d) What do you mean by 'Sponsorship'?
 (e) Define 'Hotel Cost Centers'.
 (f) What is 'IATO'?
 (g) Explain in brief the 'Tourism Industry'.
- Q.2** (a) Define Tourist Products. Discuss the features and elements of Tourist Products. **07**
 (b) Define Hotels. What are the basic criteria for classifying Hotels? Explain. **07**
- OR**
- (b) Discuss the Organizational Structure and Management of various types of Hotels. **07**
- Q.3** (a) What do you understand by Tourism? Explain the different phases of Tourism. **07**
 (b) Discuss the growth and origin of Hospitality in detail. **07**
- OR**
- Q.3** (a) Define Travel Agency. What are the differences between Travel Agency and Tour Operator? Explain. **07**
 (b) Why do people Travel? Mention any five Tourist Destination. **07**
- Q.4** (a) What are the various departments of a Hotel? Explain. **07**
 (b) Write short note on Event Management. **07**
- OR**
- Q.4** (a) Explain the role and types of Travel Agencies. **07**
 (b) List the minimum requirements of a Hotel to be eligible for star classification. **07**
- Q.5** **Case Study: Medical Tourism is the way forward for Kerala:**

Medical tourism opens up a slew of opportunities for Kerala. It is not just limited to treatment, but medical tourism as well. Many students are going out to pursue higher education in Ayurveda and related disciplines. Now, State is going to be transformed into a destination for diaspora students to study indigenous medical systems.

The extensive promotion for medical tourism might also solve the employment issues of new graduates as well. There are approximately 8 lakh registered medical practitioners of all Ayush medical systems in the state. Out of which 4 lakh are from Ayurveda. Annually, almost 25,000 students are coming out from educational

institutions and the new ventures can address the job creation issue. By utilizing the various Ayush schemes, medical tourism projects can easily address the problem.

Besides, It is planned to promulgate a scheme titled 'Champion sector in services' by giving special focus on medical tourism. The Tourism Department officials are also upbeat about the newly-found interest in the sector. "Ayurveda and backwaters are the two major USPs of Kerala tourism. Unlike the emerging markets like Sri Lanka, we have authenticity while providing medical tourism-related services. But we are yet to explore our potential to the fullest.

- (a) Explain the role of Travel Agencies and Tour Operators in developing and promoting Medical tourism. 07
- (b) Explain the role of Hospitality Industry in developing and promoting Medical tourism. 07

OR

- Q.5 (a) Develop a Marketing campaign for Kerala Medical tourism. 07
- (b) How Domestic and Foreign Tourist can be targeted for Kerala Medical tourism. 07
