

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA– SEMESTER –III-EXAMINATION – WINTER-2023**

**Subject Code:4539294****Date: 04-12-2023****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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

**Q.1 Short Questions****(14)**

- (a) Difference between Traveller and Excursionist
- (b) Escorted and unescorted Tours
- (c) Examples of Few Travel Agencies in India
- (d) Concierge
- (e) Sports Tourism
- (f) F&B Manager
- (g) Outbound Tourism

**Q.2 (a) What are the different categories of Tourism. Enlist various religious tourism destination in India. (7)****Q.2 (b) What do you mean by Tourism Product? Draw Tourism Product Lifecycle. (7)****OR****Q.2 (b) Why do people Travel? Mention any five Tourist Destination. (7)****Q.3 (a) Define Travel Agency. What are the differences between Travel Agency and Tour Operator? Explain. (7)****Q.3 (b) Write down the components of tourism in brief with relevant examples. (7)****OR****Q.3 (a) Discuss the role of Travel Agents Association of India (TAAI). (7)****Q.3 (b) Draw and discuss the organization structure of a large hotel. (7)****Q.4 (a) What are the requirements for establishing a “5-star” category hotel? (7)****Q.4 (b) Write short note on Event Marketing and Sponsorships. (7)****OR****Q.4 (a) What do you understand by cost centres. Give some examples. (7)****Q.4 (b) 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? (7)**

## Q.5 Case Study

### Golden Triangle of India

Golden triangle is one of the most popular tourist circuits of India which includes Agra, Delhi and Jaipur. It is called as triangle because all these three cities are situated more or less from the same distance. These cities are well connected by rail, air and bus. Delhi – the capital of India and erstwhile the capital of great Mughals is divided into two parts such as old Delhi and New Delhi. New Delhi the cosmopolitan city of India is the hub of entertainment and shopping. The most famous monuments are India Gate, Red Fort, Jama Masjid, Chandni Chowk, Qutub Minar, Jantar-Mantar, Laxmi Narayan Temple. Akshardham Temple, Bahai Temple, Lotus Temple etc. Agra is the medieval city of India situated on the banks of river Yamuna was founded by the Sultan Sikandar Lodi is globally acclaimed for the marvellous architecture of its world-famous monuments and the UNESCO world heritage sites such as Agra fort, Fatehpur Sikri and Taj Mahal. Jaipur is the picturesque capital of Rajasthan is also called as the pink city in India. The beautiful architecture, rich ethnicity, marvellous heritage hotels and the colourful fairs and festivals are the major tourist attractions of this place.

(a) Identify the various tourist spots of golden triangle. (7)

(b) Apart from the traditional Tourism, identify the recent trends developed in India or can be developed in the industry. (7)

OR

(a) In your opinion, what all could be the basic reasons for major tourist attractions of this place. (7)

(b) Suggest such places of Geographical importance in your state that can be promoted as tourism destination. (7)

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