

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 3 – EXAMINATION – SUMMER 2019

Subject Code: 3539290

Date: 06/05/2019

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.1** **14**
- 1 Traveller**
 - 2 Excursionist**
 - 3 Concierge**
 - 4 Lobby Manager**
 - 5 Captains**
 - 6 F&B Manager**
 - 7 FHRAI**
- Q.2** (a) Discuss the tourism life cycle with appropriate examples. **07**
- (b) Discuss the role of Travel Agents Association of India (TAAI) **07**
- OR**
- (b) Define tourism products and explain the elements of tourism products. **07**
- Q.3** (a) What are the basic criteria for classifying hotels? **07**
- (b) Draw and discuss the organization structure of a large hotel. **07**
- OR**
- Q.3** (a) Explain the basic criteria of all facilities for a five-star classification. **07**
- (b) What is the role of WTO in travel agency organization. **07**
- Q.4** (a) Explain various revenue centers of a five-star hotel. **07**
- (b) Describe the coordination between front office and other departments. **07**
- OR**
- Q.4** (a) What do you understand by cost centers. Give some examples. **07**
- (b) Enlist and explain various religious destinations of India. **07**

Q.5 Kerala Tourism: God's Own Country?

Kerala had always been considered the 'backwaters' of India – in a negative way. Tourists thought of it as a nice but far away place; to be visited if you had the time, after covering the more popular destinations like the Taj Mahal, Delhi, Jaipur and Goa. But all that has changed, with a single great campaign, based on a memorable line – God's Own Country. As tourism marketers know, a tourist destination sells imagery first, and then depends on the tourists themselves to recommend the destination to their friends, relatives and peer groups. For a long time, Kerala had advertised its boat races held at Alleppey and the elephant ritual at: Thrissur Pooram", and gained some mileage from these too. However, the advertising really started getting into the limelight after the tagline 'God's Own Country' was added to the beautiful images. In addition to the foreign tourists, the campaign successfully entered the tourist map of the world. New investments in Kerala include tourism-related projects at Bekal in the Malabar region.

Tangible things such as good air and road / rail connections, and availability of different types of hotels and resorts also helped, along with the cosmopolitan food habits of Kerala, which is probably the only state apart from Goa where meat and seafood of all types are easily available, to cater to the palates of foreigners who may be predominantly non-vegetarian. Ayurveda practitioners also abound in Kerala, and the oil massages add to the mystique of the destination. Apart from traditional hill stations like Munnar, Kerala offers a forest experience at Thekkady, and in the hills of Wayanad district bordering Tamilnadu and Karnataka.

a. Develop a campaign for your state to attract foreign tourist. **07**

b. Develop a similar campaign for domestic tourists. **07**

OR

a. What policies changes you would want form the government to increase tourism in your state. **07**

b. What are various facilities you would like to provide to increase tourism in your state. **07**
