

GUJARAT TECHNOLOGICAL UNIVERSITY**B. HMCT – SEMESTER – I • EXAMINATION – WINTER 2013****Subject Code: 113303****Date: 21-12-2013****Subject Name: Tourism and Hospitality Industry****Time: 10.30 am - 01.00 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** (a) Define Tourism : Explain evolution of Tourism in detail. **07**
(b) Explain : Role of Transport in Tourism **07**
- Q.2** (a) Give definition : Tour, Tourist , Visitor , Excursionist. **07**
(b) What are different types of Accommodation in Travel Industry? **07**
- OR**
- (b) Explain various Modes of transport in Tourism. **07**
- Q.3** (a) Define 5 essential A's of a good destination **07**
(b) Explain : WTO , IATA , PATA **07**
- OR**
- Q.3** (a) What are Function & Levels of distribution channels? **07**
(b) Explain : Different Government organization in travel Industry **07**
- Q.4** (a) Classify use of Global distribution system & Internet in tourism. **07**
(b) Classify & explain, Social, Business & Cultural Tourism with example. **07**
- OR**
- Q.4** (a) Explain: Food & Beverage facilities in hospitality products. **07**
(b) Classify & explain types of Spiritual & Ethical tourism with example. **07**
- Q.5** (a) What are major hospitality distribution channels ? **07**
(b) Define: Role of NGO in making responsible tourist. **07**
- OR**
- Q.5** (a) Explain different hospitality Organization in detail. **07**
(b) Explain: Ancillary and Support services in Hospitality products & services. **07**
