

GUJARAT TECHNOLOGICAL UNIVERSITY**B. HMCT – SEMESTER – I • EXAMINATION – SUMMER • 2014****Subject Code: 113303****Date: 21-06-2014****Subject Name: Tourism and Hospitality Industry****Time: 02:30 pm - 05:00 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 & Hospitality Industry. 07
(b) Define: Tour ,Tourist ,Travel agent ,Tour operators. 07
- Q.2 (a) What is role of transport in tourism? 07
(b) Explain major government travel organization. 07
OR
(b) Explain major international travel organization. 07
- Q.3 (a) Explain Role of NGO in travel industry. 07
(b) What are levels of distribution channels? 07
OR
- Q.3 (a) Explain: Domestic organization in travel industry. 07
(b) Define use of GDS & Internet in Travel industry. 07
- Q.4 (a) Explain: 5 As of good destination. 07
(b) Explain: Inbound & Outbound tourism. 07
OR
- Q.4 (a) Explain: Business tourism with example. 07
(b) Define religious tourist places of India. 07
- Q.5 (a) What are different types of accommodation? 07
(b) Explain: Food & beverage facility in detail. 07
OR
- Q.5 (a) What is the support service for tourism? 07
(b) Explain: Elements of hospitality products. 07
