

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA SEMESTER- III - EXAMINATION-SUMMER-2024

Subject Code: 4539294

Date: 29/04/2024

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 Define following terms. 14**
- 1) Concierge
 - 2) Revenue Center
 - 3) FHRAI
 - 4) UNWTO
 - 5) MICE
 - 6) Excursionist
 - 7) Traveler
- Q.2 (a) Discuss the tourism as an Industry and explain in detail phases of tourism 07**
- (b) What are the major trends in tourism Industry? 07**
- OR**
- (b) Explain Global Scenario of tourism Industry after Corona phase 07**
- Q.3 (a) Just like Product tourism Industry also passes from different stages- Discuss. 07**
- (b) Explain Elements of tourism with its characteristics. 07**
- OR**
- Q.3 (a) What do you mean by travel agents and tour operator? Discuss the difference between both. 07**
- (b) Explain in details Global codes of Ethics in tourism. 07**
- Q.4 (a) "Tourism and Hospitality Industry are two side of one coin" discuss. And write about scope of hospitality management 07**
- (b) Write a note on Event marketing and sponsorships 07**
- OR**
- Q.4 (a) Discuss the Role of State as well as center Government in enhancing the tourism sector 07**
- (b) List out the minimum requirements of Hotel to be eligible for star classification 07**
- Q.5 Reshaping the future of hospitality jobs**

Over the past two decades, the hospitality industry has experienced significant growth, with international arrivals doubling from 600 million to over 1.4 billion in 2016.

In 2018, the travel and tourism industry saw a growth of 3.9%, outpacing that of the global economy (3.2%). In that same year, the hospitality and travel industry accounted for one out of every ten employment opportunities – bringing the number of hospitality professionals to a remarkable 319 million. At the end of

2019, we were filled with excitement and optimism about the amazing tourism opportunities and growth that the new decade would bring.

In the 1st half of 2020 as Covid-19 restrictions were enforced, we had a drop of 65% international tourist arrivals. The predictions from the experts mention we may have to wait until 2024 before international travel returns to 2019 levels.

However, many people across the world are seeing the return of international travel within the short term. Based on the latest available data, global international tourist arrivals more than doubled (+130%) in January 2022 compared to 2021. However, paired with the increasing economic uncertainty with the energy crisis resulting from Russia's invasion of Ukraine causing the cost of living to sky-rocket, the recovery effort is long but over.

- a) What hospitality leaders can do to remain competitive in an ever-evolving market environment? **07**
- b) Seeing the international market situation what should be the future trends in tourism sector. **07**

OR

- a) What are strategies should be used to revert back the trends in tourism sector. **07**
- b) What are the current major employment challenges faced by tourism sector. **07**
