

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-III-EXAMINATION-SUMMER-2025

Subject Code: 4539294**Date: 12/06/2025****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** Definitions / terms / explanations / short questions based on concepts of theory/practical **14**
1. Visitor and Excursionist
 2. Explain in brief the 'Tourism Industry'
 3. Hall Porter
 4. Cultural Tourism
 5. UNWTO
 6. Concierge
 7. Sports tourism
- Q.2 (A)** Explain the concept of 'Tourism Product Life Cycle' by illustrating example/examples of your choice. **07**
- Q.2 (B)** Define Tourist Products. Discuss the features and elements of Tourist Products. **07**
- OR**
- Q.2 (B)** Discuss India as a Tourist Place. **07**
- Q.3 (A)** "Tourism Advertising Campaign by incredible Indian states". Explain & write tourism tag lines of any three Indian States. **07**
- Q.3 (B)** Discuss Origin, Nature & Importance of Hospitality Industry. **07**
- OR**
- Q.3 (A)** 'Five star classifications are better facilitators now a day in India' Discuss as a manager of five star hotels. **07**
- Q.3 (B)** Discuss the role of Travel Agents Association of India (TAAI) **07**
- Q.4 (A)** Explain the challenges faced by Tourism industry due to its inherent service characteristics. Also explain the strategies to deal with these challenges. Explain it with the help of examples. **07**
- Q.4 (B)** What do you understand by cost centers. Give some examples. **07**
- OR**
- Q.4 (A)** Differentiate between travel agencies and tour operators and their role in smooth functioning of tourism and hospitality industry. **07**
- Q.4 (B)** Write a note on Event Management & Marketing **07**
- Q.5** **Case Study:-**

Medical tourism is the way forward for Gujarat :

Gujarat now has a wide range of prospects because to medical tourism. It extends beyond merely medical tourism and therapy. The number of students pursuing further degrees in ayurveda and related fields is rising. Today, State will be converted into a location where students from the globe may learn indigenous medical systems.

The wide - spread marketing of medical tourism may also be the answer to new graduates' employment problems. In the state, there are many registered medical professionals who practice any of the AYUSH (Ayurveda, Yoga & Naturopathy, Unani Siddha, and Homeopathy) medical systems. Most of them belong to ayurveda. Almost 10,000 people graduate from educational institutions each year, and the new businesses can help with the problem of employment creation. The issue may be readily solved by medical tourism initiatives by leveraging the numerous Ayush programmes.

Also, a programme will be introduced, with a specific emphasis on medical travel. Officials from the tourism department are optimistic about the renewed interest in the industry. We provide services connected to medical tourism with authenticity, unlike growing markets like other region. But, we haven't fully realised our potential.

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| (A) | Develop a marketing campaign for Gujarat medical tourism. | 07 |
| (B) | Explain role of Hospitality Industry in developing & promoting Medical Tourism. | 07 |
| OR | | |
| (A) | How Domestic & Foreign Tourist can be targeted for Gujarat medical tourism. | 07 |
| (B) | Explain role of Travel agencies & Tour operators in developing & promoting Medical tourism. | 07 |
