

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

Subject Code: 4539294

Date: 19/12/2024

Subject Name: Tourism and Hospitality Management

Time: 10:30 AM TO 01:30 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.

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|----------------|--|-----------|
| Q.1 | Definitions of terms with explanations | 14 |
| | <ol style="list-style-type: none"> 1. Cultural Tourism 2. What are the cost centers of an ayurvedic spa cum resort? 3. Visitor and Excursionist 4. Inbound & outbound Tourism 5. Explain in brief sustainable tourism 6. What is UNWTO ? 7. Hall Porter | |
| Q.2 (a) | List out different types of tourist destinations and explain each of its types in context of destinations in India. | 07 |
| Q.2 (b) | Explain the concept of 'Tourism Product Life Cycle' with example/examples of your choice. | 07 |
| OR | | |
| Q.2 (b) | Differentiate between travel agencies and tour operators. Explain their role in smooth functioning of the tourism and hospitality industry. | 07 |
| Q.3 (a) | Explain the relation of Tourism with Employment generation & Business Opportunities. Briefly write, How does Tourism help in Economic Growth of any Country. ? | 07 |
| Q.3 (b) | List out the different types of hotel rooms available in five star category hotels and explain each type of rooms in detail. | 07 |
| OR | | |
| Q.3 (a) | 'Fair & Festivals promote tourism of a country'- Explain this statement by illustrating example | 07 |
| Q.3 (b) | Discuss the guest's check-in and check-out procedures in detailed manner. What care should be taken so as to delight the customers regarding overall experience of the guests? | 07 |

Q.4 (a) MICE stands for what ? Explain four major components of the MICE industry in detail with example. **07**

Q.4 (b) What are the major Departments of a hotel..? Explain functions of each department of Hotel in detail. **07**

OR

Q.4 (a) What is Event Management.? How do you use social media for your event planning or for attracting customers? **07**

Q.4 (b) Explain in detail Various types of 'Table Service' in Food & Beverage Services **07**

Q.5 CASE STUDY :

Incredible India Campaign

Incredible India started off as a marketing campaign in 2002 by the Government of India to boost tourism in the country and project India as a credible tourist destination. The incredible diversity that exists in India, be it the people and their customs or the topography, lends itself perfectly to the slogan 'Incredible India'. But if only a marketing campaign could bring tourists to a country, then, all countries would invest heavily in marketing, rather than making the country tourist friendly.

The biggest advantage that India has from the perspective of tourism is its diversity. Very few countries in the world have this eclectic fusion of the traditional and the modern, the historical and the contemporary, the mountains and the seas, the deserts and the forests, and the different religions and communities. Yet, India received only 2.4 million (approx.) foreign tourists in 2001. By contrast, Switzerland received close to six million tourists and Spain more than 13 million. To check this gross imbalance and exploit the untapped potential of India as a destination for international tourists, the Government launched the 'Incredible India' campaign and formulated the National Tourism Policy in 2002.

The Incredible India campaign was launched by the Ministry of Tourism to promote India as a world-class tourist destination. The campaign marked the first concerted effort by the Government of India to tap into the vast tourism potential of the country in an organized manner. Launched in 2002, the government hired professionals and engaged the services of Ogilvy & Mather (India) to formulate an integrated communication strategy aimed at promoting India as the preferred destination for the international traveler. The campaign highlighted various facets of Indian culture and history such as yoga, spirituality, festivals, and monuments such as the Taj Mahal and so on.

The success of any advertising campaign lies in the effectiveness of the brand, in this case, the brand is India itself. Any strategy to promote the country will only be successful if the country provides what the international visitors seek, namely a safe and unique experience without much hassle. Another aspect that the government needs to work on is

developing infrastructure to meet the demands of growing tourism. Tourism could contribute significantly to the country's GDP and create millions of jobs, if the government gets its act together. India has everything that the tourists would love to experience. The government only needs to ensure safety, build decent infrastructure, remove bottlenecks and provide a hassle free experience, so that the tourists carry a good impression of India in their hearts.

- (a) What is the main impact on the travel and tourism industry seen after the Incredible India campaign? **07**
- (b) Discuss the strategies to promote India as a popular tourist destination **07**

OR

- (a) What are the main aspects of the Incredible India Campaign..? **07**
- (b) Discuss the need of Planning Tourism in India **07**
