Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY BHMCT- SEMESTER- IV • EXAMINATION – SUMMER 2015

Subject Code: 143305 Subject Name: TOURISM PRODUCTS, DESIGN AND DEV		Date:09/06/2015 VELOPMENT	
		0.30am-01.00pm	Total Marks: 70
Ins	structio 1 2 3	Attempt all questions.Make suitable assumptions wherever necessary.	
Q.1	(a)	Classify Tourism Services.	07
	(b)	Write the Factors fostering the growth of Travel and Hospitality Service	ces. 07
Q.2	(a)	Write the role of Service Sector in Economic Development.	07
	(b)	Write short notes on Religious Tourism.	07
		OR	
	(b)	Why Goa is Famous for Beach Tourism?	07
Q.3	(a)	Write notes on Island Tourism.	07
	(b)	Write major Tourist Destinations of Gujarat.	07
		OR	
Q.3	(a)	Write name of 10 Famous National Park. Write the responsibility of chief wild life Warden.	07 07
	(b)	write the responsibility of effect who life warden.	07
Q.4	(a)	What is Ethnic Tourism?	07
	(b)	What is Rural Tourism?	07
		OR	
Q.4	(a)	Differentiate Ethnic Tourism and Rural Tourism.	07
	(b)	Write the Role of Cruise liners in Tourism Sector.	07
Q.5	(a)	Write down the name of different Cruises and Services rendered.	07
	(b)	Write Points under patient-Marketing-mix.	07
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Q.5	(a)	What is Heath Tourism?	07
	(b)	How Medical Tourism Promoted in India?	07
