

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
BHMCT- SEMESTER-1 EXAMINATION – WINTER - 2016

Subject Code: 113303

Date: 02/01/2017

Subject Name: Tourism & Hospitality Industry

Time: 10:30AM – 01:00PM

Total Marks: 70

Instructions:

- 1. Attempt any five questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**

- Q.1** Explain Tourism as activity? What are intangible services? **14**
- Q.2** Write in details about role of road / surface transport in tourism development? **14**
- Q.3** Write detail note on role of ITDC & TCGL? **14**
- Q.4** List the common hospitality distribution channel for outbound tourism & Elaborate? **14**
- Q.5** Discuss in details of Responsibilities, objectives of IATA, WTO **14**
- Q.6** Write a note on the followings: **14**
Support Services, Ancillary services , Food & Beverage Facilities
- Q.7** Write a note on Ethical Tourism & Spiritual Tourism **14**
