

Total No. of Questions : 4]

SEAT No. :

PC1147

[6316]-408

[Total No. of Pages : 2

T.Y. B.B.A.

605 D : GLOBAL TOURISM AND HOSPITALITY MANAGEMENT

(2019 Pattern) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Multiple Choice questions [5]

- a) A resort area - centered around a mineral spring, hot spring and the like, where one can find options for hydrotherapy is called _____
 - i) Spring Resort
 - ii) Spa
 - iii) Jacuzzi
 - iv) None of these
- b) A person who is travelling a place for pleasure is known as
 - i) Tourist
 - ii) Traveler
 - iii) Inbound tourist
 - iv) None of these
- c) Which of the following is not a component of tourism product?
 - i) Attractive
 - ii) Accessibility
 - iii) Amenities
 - iv) Attitude
- d) Who are the targets of a tourist spot that is located at great heights
 - i) Children
 - ii) Women
 - iii) Adventure tourists
 - iv) Business tycoons
- e) Tourism is economically significant because it generates _____ and _____.
 - i) Happiness and Satisfaction
 - ii) Income and Employment
 - iii) Health and Safety
 - iv) None of these

P.T.O.

B) Match the Pairs

[5]

A	B
a) Domestic tourism	i) Continental
b) Breakfast variety	ii) Expensive travel mode
c) Air travel	iii) Travel within the country
d) Athiti Devo Bhava	iv) Accommodation type
e) Tree huts	v) Guest is equivalent to God

Q2) Long Answer questions (Attempt any 1 out of 2) [10]

- a) Explain in detail the functions of tour operators.
- b) Explain in detail the factors influencing growth of tourism.

Q3) Long Answer questions (Attempt any 1 out of 2) [10]

- a) Explain in detail the emerging trends in accommodation.
- b) Explain the various categories of hotels.

Q4) Short notes (Attempt any 4 out of 6) [20]

- a) Hospitality culture Athiti Devo Bhavah
- b) Virtual reality tours
- c) Poshtel tourism
- d) World tourism and travel council
- e) Incredible India
- f) Safety and hygiene of guest

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