Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY BHMCT - SEMESTER-I EXAMINATION - WINTER 2015

Subject Code: 113303 Subject Name: Tourism & Hospitality Industry Time: 10:30am to 1:00pm Instructions: Date:23/12/201 Total Marks: 7			Date:23/12/2015	
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	1	 Attempt any five questions. Make suitable assumptions wherever necessary. Figures to the right indicate full marks. 		
Q.1	(a) (b)	Give the UNWTO definition of tourism? Differentiate between Excursionist, Traveler and Tourist	07 07	
Q.2	(a) (b)	What are the major types of transport? Explain briefly What is the role played by transport in the tourism industry?	07 07	
Q.3	(a) (b)	What are the National and International travel organization? Elucidate what are: ITDC, UNWTO, FHRAI, PATA, GTDC and TAAI	07 07	
Q.4	(a)	What are the levels of distribution channels in the tourism and hospitality industry?	07	
	(b)	What is GDS? Give examples	07	
Q.5	(a) (b)	What are the 5 essentials A's of a good destination? What are the types of tourism?	07 07	
Q.6	(a) (b)	Describe the various hospitality products and services in detail. Write about the major tourism companies in India?	07 07	
Q.7	(a) (b)	What are the major Hindu pilgrimage places in North India? Write about the major Asian airlines with their IATA codes and Hubs	07 07	
