

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER– III EXAMINATION – WINTER 2019****Subject Code: 3539290****Date:02-12-2019****Subject Name: Tourism and Hospitality Management****Time: 10:30 AM TO 1.30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1 Do as directed (Attempt all) **14**

1. Define Cultural Tourism
2. Name a few medical tourism hubs in India
3. Define inbound tourism
4. Define travel agency
5. What are the cost centers of an ayurvedic spa cum resort?
6. What is sports tourism?
7. What are the main functions of IATO?

Q.2 (a) Enumerate in detail on different types of tourism **07**

Q.2 (b) What are the different types of tourist destinations? Explain each one with reference to available options in India **07**

OR

(b) What are the major trends observed in the Indian Tourism Industry? What are recent developments in the tourism and hospitality industry? **07**

Q.3 (a) Explain the concept of 'Tourism Product Life Cycle' by illustrating example/examples of your choice. **07**

(b) Why do people travel to different destinations? Bring out the motivating factors responsible for making people travel to destinations. **07**

OR

Q.3 (a) Elaborate about the various types of rooms in a hotel. Classify them and explain. **07**

(b) Differentiate between travel agencies and tour operators and their role in smooth functioning of tourism and hospitality industry. **07**

Q.4 (a) "Food and beverage production and service departments are one of the major source of income of a hotel" Discuss **07**

(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**

OR

Q.4 (a) What are the requirements for establishing a "5-star" category hotel? **07**

(b) What is Front-Office? Describe the coordination between front office and other departments of a hotel. **07**

Q.5 Case Study -Zostel and the hostel revolution in India

Finding clean, friendly, cheap accommodation in India can be a challenge. It's a hit-and-miss affair that can go remarkably well ... or ... not well at all, depending on recommendations, luck and maybe karma. There are lots of soulless budget hotels and lots of charming but one-off guest houses and homestays. But you never know what you're going to get. The gap in the market is the luxury hostel chain.

Unlike Europe and other well-travelled parts of the globe, India has not had a hostel tradition. In India, the concept of a hostel is actually pretty dire: a decrepit building of small, dingy rooms for students or civil servants. Zostel is changing all of that. Zostel hostels are hip, affordable, comfortable and at the upper end of the luxury hostel experience when you stay in one of the private rooms. The Delhi-based company is in the midst of an ambitious expansion plan, with 12 Zostel Hostels already opened and about 13 more to go. Most are in India, but they are also expanding into Sri Lanka and Vietnam.

Comfort, community, creativity

It's this combination of common area, creativity, comfort, plus the relaxed attitude of the management, that makes Zostel such a welcoming, friendly and chilled environment. And while each Zostel hostel is architecturally unique and reflects the local culture, travellers can rely on standardization and quality control throughout the chain.

So not only are the Zostel people hip ... they're also respectful, too, and sensitive to local culture. They also know how to throw a party. During Pushkar Camel Fair, Zostel (franchise in Rajasthan's Pushkar) invites gypsy musicians, dancers and a fire breather to entertain residents and guests. They also serve local snacks and chai. An evening culminated in a fun dance party, where everyone jumps up and dances to the catchy beat.

Zostel belongs to....

If you are a backpacker this might interest you, well, even leave you happy. Now you can plan your next backpacking adventure to destinations like Jaipur and Jodhpur leaving behind the horror of untidy hotels and stinking washrooms. Zostel is India's first chain of backpacker hostels offering secure, hygienic, centrally-located and pocket-friendly accommodation for young travellers. Zostel provides spacious AC dorms, common kitchen, laundry service, TV, Internet, library, board games and other interactive facilities just under Rs 1000.

However, hostels may not be for everyone ...

The hostel experience, even at a high-end chain like Zostel, is probably not for everyone. According to a survey middle-aged Indian couple who stayed at Zostel found it lacked amenities, compared to hotels. It's true there are no telephones in the rooms, though there are televisions. One more thing to add here is the noise level is quite high at times — and, again, this would not be a problem for some people. But for people who want to sleep early, or who enjoy quiet when they're indoors — because India is so noisy outdoors — a hostel may not be the right choice. Also, the common areas are often messier than what one expects in a good hotel, though again, this relaxed attitude would not bother some. In fact, some people would probably welcome it.

- Q.5 (a)** What are the basic necessities of an Indian traveller who is young but can't afford to stay in luxury hotels? How are their travel habits according to you? **07**
- Q.5 (b)** What innovative strategies can be adopted so as to make Zostels more appealing to the backpackers and young travellers? **07**

OR

- Q.5 (a)** Whom is Zostel targeted to? What are the key determinants of its success? **07**
- Q.5 (b)** What are the main challenges Zostel could face in the future? What alternative strategies can be used to promote Zostel among its target market? **07**
