

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER– III EXAMINATION – WINTER 2019****Subject Code: 4539294****Date: 30-11-2019****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 Explain The Following

Sustainable Tourism **14**
Tour Operator
Revenue Centre
Cost Centre
TAAI
IATA
Concierge

Q.2 (a) Define Tourism. Explain Various Phases & Elements of Tourism. **07**(b) Analyze “Statue Of Unity “as Tourism Product. **07****OR**(b) Draw an organization Chart for a medium sized hotel. **07****Q.3** (a) Tourism: Past, Present & Future – Discuss. **07**(b) Write a note on Event Management & Marketing. **07****OR****Q.3** (a) Write a note on Forms & Characteristics of Tourism **07**(b) Tourism Product Life Cycle: Design strategies for different Phases. **07****Q.4** (a) Discuss Origin, Nature & Importance of Hospitality Industry. **07**(b) Explain Criteria for star Ratings for Hotels with proper examples. **07****OR****Q.4** (a) Explain Role of various Agencies in Tourism. **07**(b) Explain Characteristics of Tourism Products & strategies to deal with such features. **07****Q.5** **Medical tourism is the way forward for Kerala :** **14**

Medical tourism opens up a slew of opportunities for Kerala. It is not just limited to treatment, but medical tourism as well. Many students are going out to pursue higher education in Ayurveda and related disciplines. Now, State is going to be transformed into a destination for diaspora students to study indigenous medical systems.

The extensive promotion for medical tourism might also solve the employment issues of new graduates as well. There are approximately 8 lakh registered medical practitioners of all Ayush medical systems in the state. Out of which 4 lakh are from Ayurveda. Annually, almost 25,000 students are coming out from educational institutions and the new ventures can address the job creation issue. By utilizing the various Ayush schemes, medical tourism projects can easily address the problem.

Besides, It is planned to promulgate a scheme titled 'Champion sector in services' by giving special focus on medical tourism. The Tourism Department officials are also upbeat about the newly-found interest in the sector. "Ayurveda and backwaters are the two major USPs of Kerala tourism. Unlike the emerging markets like Sri Lanka, we have authenticity while providing medical tourism-related services. But we are yet to explore our potential to the fullest.

- (a) Develop a marketing campaign for Kerala medical tourism.
- (b) How Domestic & Foreign Tourists can be targeted for Kerala medical tourism.

OR

- (a) Explain role of Travel agencies & Tour operators in developing & promoting Medical tourism.
- (b) Explain role of Hospitality Industry in developing & promoting Medical Tourism.

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