

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 3– EXAMINATION – WINTER 2018**Subject Code: 3539290****Date: 06/12/2018****Subject Name: Tourism and Hospitality Management (THM)****Time: 10:30am To 01:30pm****Total Marks: 70****Instructions:**

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

- Q.1** (a) Define ethnic or root tourism **14**
(b) Differentiate visitor and excursionist
(c) What do you understand by cost centres?
(d) Explain in brief sustainable tourism
(e) Define bell desk and concierge
(f) What is mass tourism?
(g) Define inbound tourism and medical tourism.
- Q.2** (a) List out different types of tourist destination and explain each of its type in **07**
context of destinations in India.
(b) Define tourism and discuss the phases of tourism in detail. **07**
- OR**
- (b) Discuss the constituents of tourism industry in detail with the help of suitable **07**
examples.
- Q.3** (a) What are the different forms of Indian tourism and explain each of its forms with **07**
suitable example.
(b) Discuss the essential components of tourism in detail. **07**
- OR**
- Q.3** (a) The Oberoi Rajvillas is a five star an iconic luxury hotel located in Jaipur; a royal **07**
resort set in a breathtaking thirty two acre oasis of beautiful landscaped gardens,
filled with beautiful trees and exotic birdlife. What type of revenue centres may
be there in five star hotel and explain likely revenue centres of a five star hotel in
context to Oberoi Rajvillas.
(b) List out the different types of hotel rooms available in five star category hotels **07**
and explain each type of rooms in detail.
- Q.4** (a) Generally hotels and restaurants are misconception by people they use it **07**
interchangeably. Is there any difference between hotel and restaurant? Explain
the classification of hotel on basis of location and on basis of ownership and
affiliation.
(b) Front office of any hotel is considered as the heart of the hotel. Describe the co- **07**
ordination between front office and other departments.
- OR**
- Q.4** (a) Observing the current growth situation in tourism industry, Ms. Patel is very keen **07**
to start a four star luxurious hotel near Statue of Unity. What required criteria she
has to meet as per the HRACC for receiving “4 star” category award.

- (b) Explain the role of tour agency and tour operator. What is IATA and also explain its role and functions.

Q.5

The Statue of Unity is a colossal statue of Indian statesman and independence activist Sardar Vallabhbhai Patel (1875–1950) in the state of Gujarat, India. It is the world's tallest statue with a height of 182 metres. It is located on a river island facing the Sardar Sarovar Dam on the river Narmada in Kevadiya colony, 100 kilometers southeast of the city of Vadodara.

The project was first announced in 2010 and the construction of statue started in October 2014 by Larsen & Toubro, who received the contract for ₹2,989 crore (US\$420 million). It was designed by Indian sculptor Ram V. Sutar, and was inaugurated by Indian Prime Minister Narendra Modi on 31 October 2018, the 143rd anniversary of Patel's birth.

The monument is constructed on a river island named Sadhu Bet, 3.2 km away from and facing the dam downstream. The statue and its surroundings occupy more than 2 hectares and are surrounded by a 12 km long artificial lake formed by the Garudeshwar weir downstream on the Narmada river.

The statue is divided into five zones of which only three are accessible to the public. From its base to the level of Patel's shins is the first zone which has three levels and includes an exhibition area, mezzanine and roof. Zone 1 contains a memorial garden and a museum. The second zone reaches up to Patel's thighs at 149 metres, while the third extends up to the viewing gallery at 153 metres. Zone 4 is the maintenance area while the final zone comprises the head and shoulders of the statue.

The museum in zone 1 catalogues the life of Sardar Patel and his contributions. An adjoining audio-visual gallery provides a 15 minute presentation on Patel and also describes the tribal culture of the state. The concrete towers which form the statue's legs contain two elevators each. Each lift can carry 26 people at a time to the viewing gallery in just over 30 seconds. The gallery is located at a height of 153 metres (502 ft.) and can hold up to 200 people.

Plans are underway to introduce alternate means of transport to improve accessibility to the memorial. An amphibian bus from Kevadiya is planned as is a jetty service from the site of the Sardar Sarovar dam and a ropeway. The statue remains closed every Monday for maintenance.

According to the tourism minister they are setting up basic infrastructure right now on priority basis that will remain round the year for tourists. There will be different categories of tents besides musical fountains, water and adventure sports to name a few. The tourist packages that suit everyone will be worked out soon.

The tent city near Sadhu Bet will have 250 tents including 75 luxurious, 75 deluxe and 100 standard. The site is located 3.5 km away from Sardar Sarovar Project and offers breathtaking background. Sources said the Tent City will be operation for about five years till permanent facilities come up with private

participation or on PPP basis. In addition to comfortable accommodation, there are plans to start adventure activities and water sports in the upcoming hub.

World class light and sound show and musical fountains, will be the added attractions. They are expecting a lot of foreign tourists to witness the world's tallest statue. The place also holds potential to be developed as eco-tourism site. Plans are afoot to develop several water sports like river rafting and boating, para-gliding and forest treks in a phased manner for adventure seekers.

A forest department official informed that the piece of land near the statue, starting from Polo forest to Dangs, is not much explored. Narmada district has rich biodiversity with wildlife like sloth bear, hyena, leopard and hundreds of bird species.

- (a) Every product has its life cycle, discuss at which stage of life cycle is “Statue of Unity” as tourist destination. **07**
- (b) As, per your knowledge what new creative ideas or artificial attractions can be developed for the growth of the above discussed tourist destination. **07**

OR

- Q.5**
- (a) What are the basic three elements of tourism product and discuss whether the basic elements of tourism products are available at Statue of Unity? **07**
 - (b) Discuss in detail how this tourist destination will be helpful for generating new employment opportunities to the local people and how it will generate additional revenue to tourism industry, as a part of Indian economy. **07**
