

Total No. of Questions : 4]

SEAT No. :

**PB1453**

**[6225]-608**

[Total No. of Pages : 3

**T.Y.B.B.A**

**D - 605 : Global Tourism & Hospitality Management  
(2019 Pattern) (Semester - VI)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) Figures to the right indicates full marks.*
- 2) All Questions are compulsory.*

**Q1) A) Multiple choice questions. [5]**

- a) Which of the following factors contributes significantly to the seasonality of tourism?
  - i) Technological advancements
  - ii) Economic fluctuations
  - iii) Environmental sustainability
  - iv) Political stability
- b) Which of the following is NOT a characteristic of luxury tourism?
  - i) Exclusive experiences
  - ii) High price sensitivity
  - iii) Exceptional service
  - iv) Personalization
- c) What does the acronym OTA stand for in the context of hospitality management?
  - i) Online Travel Agency
  - ii) Overseas Tourist Association
  - iii) Operational Tourism Analysis
  - iv) Organizational Travel Administration

**P.T.O.**

- d) The ending point of the journey known as\_\_\_\_\_.
- Stop over's
  - Origin
  - Destination
  - None of these
- e) Formalities undertaken by a passenger at an airport before departure known as.
- Check Out
  - Check in
  - Reservation
  - None of these

B) Match the pairs

[5]

| A                        | B   |
|--------------------------|---|
| Baggage tag              | Issued at ticket counter  |
| Kesari tours and travels | Document noting the passengers name & address that is attached to luggage |
| E- ticket                | Travel company  |
| Farm resort              | Japan   |
| Capsule hotel            | Agro Tourism  |

**Q2)** Long Answer questions (Attempt any 1 out of 2)

[10]

- Explain the history of tourism in detail.
- Explain in detail the objectives and functions of WTTC.

**Q3) Long Answer questions (Attempt any 1 out of 2)**

**[10]**

- a) Explain in detail the emerging trends in accommodation.
- b) Explain in detail the meaning and features of virtual tours.

**Q4) Short notes (Attempt any 4 out of 6).**

**[20]**

- a) Poshtel tourism
- b) Air travel
- c) Factors affecting growth of tourism
- d) Major hotel chains in India
- e) Guest expectation
- f) Attiti Devo Bhava.

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