

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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