

Total No. of Questions : 4]

SEAT No. :

PD1431

[6440]-808

[Total No. of Pages : 2

T.Y.B.B.A.

**D 605 : GLOBAL TOURISM AND HOSPITALITY MANAGEMENT
(2019 Pattern) (Semester-VI)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Multiple Choice questions. [5]

- a) Which of the following is NOT considered a major trend impacting global tourism and hospitality management?
 - i) Sustainable tourism practices
 - ii) Technological advancements
 - iii) Decreasing globalization
 - iv) Shift towards experiential travel
- b) Which term refers to the practice of offering unique and personalized experiences to travelers seeking authenticity and immersion in local culture?
 - i) Mass tourism
 - ii) Ecotourism
 - iii) Experiential tourism
 - iv) Adventure tourism
- c) Which factor is NOT typically considered when assessing the economic impact of tourism on a destination?
 - i) Revenue generated from tourism activities
 - ii) Employment opportunities created
 - iii) Environmental sustainability
 - iv) Contribution to GDP
- d) In the context of hospitality management, what does RevPAR stand for?
 - i) Revenue Per Available Room
 - ii) Room Enhancement and Value Assessment Report
 - iii) Rate Evaluation and Performance Analysis Report
 - iv) Room Revenue and Profit Assessment

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- e) Tourism is economically significant because it generates _____ and _____.
- i) Happiness and Satisfaction
 - ii) Income and Employment
 - iii) Health and Safety
 - iv) None of these

B) Match the Pair. [5]

Column A

Column B

- | | |
|----------------------|------------------------------------|
| a) Green tourism | i) European |
| b) Breakfast variety | ii) Expensive travel mode |
| c) Road travel | iii) Travel with sustainable ideas |
| d) Athiti Devo Bhava | iv) Accommodation type |
| e) Motels | v) Guest is equivalent to God |

Q2) Long Answer questions (Attempt any 1 out of 2) [10]

- a) Explain in detail the types and functions of tour operators.
- b) Explain in detail the positive and negative effects of tourism.

Q3) Long Answer questions (Attempt any 1 out of 2) [10]

- a) Explain in detail the major hotel chains in India.
- b) Explain the various categories of hotels.

Q4) Short notes (Attempt any 4 out of 6) [20]

- a) Expectations of the guest
- b) Basic components of tourism
- c) Objectives of ITDC
- d) World tourism and travel council
- e) Incredible India
- f) Safety and hygiene of guest

