

MBA

THEORY EXAMINATION (SEM-IV) 2016-17
HOSPITALITY & TOURISM MANAGEMENT

Time : 3 Hours

Max. Marks : 100

Note : Be precise in your answer.

SECTION-A

1. Attempt all parts of the following (2×10 = 20)

- a) Differentiate between Intra Regional & Inter Regional Tourism.
- b) 'E-Tourism is a very important component of Tourism'. Comment.
- c) India is a treasure house of cultural tourism. Justify.
- d) What is spiritual tourism?
- e) Explain the housekeeping division of a hotel.
- f) Name the various types of Travel Agencies.
- g) What are resort hotels?
- h) What is 'Rooms Division' of a hotel?
- i) What is Star Grading of hotels?
- j) What are the objectives of IH&RA?

SECTION - B

2. Attempt any five of the following (10×5 = 50)

- a) Discuss the meaning, nature and significance of Tourism. What are the components of Tourism Industry?
- b) "There are various typologies of classifying tourists based on their psychographic characteristics". In context of the given statement, compare in detail the classification of tourists given by Plog and Cohen.
- c) What are the characteristics of a Tourism Product? With special reference to India, explain the various types of tourism products.
- d) Discuss the functions of a Travel Agency. What are the rules and regulations for recognition of a travel agency?
- e) Give in detail the nature and growth drivers of Hospitality industry? What are the different Cost Centres of a hotel?
- f) 'Front Office is the hub and nerve centre of a hotel'. Discuss this statement in light of the multiple functions of front office and its coordination with other divisions of the hotel.
- g) Enumerate the different types of hotel rooms. Explain the rate structure and room rate designation.
- h) Discuss the important legislations and general etiquettes required for hospitality sector.

SECTION- C

Case Study: (1×30 = 30)

Indian Tourism industry is witnessing a steady growth due to the burgeoning Indian middle class, growth in high spending foreign tourists, improvement of infrastructure, and aggressive branding campaigns by the MoT, Government of India and the state governments. The tourism sector has triggered other sectors such as agriculture, horticulture, handicraft, construction and even poultry. New faces of India's tourism like medical tourism, rural tourism, ecotourism, adventure tourism, and pilgrim tourism have emerged as new products.

The opening up of air transport and emergence of low-cost carriers has helped in the growth of tourist arrivals to India. The Union Tourism Ministry has decided to give a maximum of Rs. 50 crore to the state governments to develop tourism circuits and key destinations belonging to their state. The government plans to build world class infrastructure at Hampi, Agra, Konark, Khajuraho, Orchha and Datia along with Buddhist and Jain centres. To develop cultural tourism, the government has identified six museums at Delhi, Mumbai, Chennai, Kolkata, Bengaluru and Kochi for renovation as per the global standards. As regards religious tourism, the Buddhist centers at Rajgir, Nalanda, and Bodh Gaya are chosen for integrated development.

The MoT has decided to create 'land banks' by acquiring land for building hotels through public private partnerships. There is also a need to improve roadways, transportation, hygiene levels and the environment along with safety and security conditions in destination areas. Promotion of business related travel by building convention centers of international standards in major cities is given priority in government policy and planning.

The ministry has adopted a multi-pronged approach for promotion of tourism by patronizing new mechanisms for speedy implementation of tourism projects, development of integrated tourism circuits, rural destinations and special capacity building measures in the unorganized hospitality sector. A nationwide campaign has been ushered in for creating awareness about the effects of tourism and preservation of our rich heritage and culture, cleanliness and hospitality through a process of training and orientation since 2004-05. The aim is to rebuild a sense of responsibility among Indians and reinforce the confidence of foreign tourists towards India as a holiday destination.

However, much still needs to be done.

Questions:

3. What are the factors responsible for the recent growth of tourism business in India? (10)
4. What are the steps taken at the public and private sector level to help in promotion of tourism in India? (10)
5. Discuss some of the emerging trends in tourism. How will these new forms of tourism steer the economic growth of India in future? (10)