

Sc

SARDAR PATEL UNIVERSITY
B B A (I Semester) Examination
24 April 2015 (Friday)
2.30 - 4.30 pm
UM01CBBH/T03 – Introduction to Tourism

Total Marks : 60

Note: 1. Figures to the right indicate marks of the questions.
2. Answers should be precise and to the point.

Q.1. (A) Define the Tourism. and explain the Elements of Tourism. **[15]**

OR

Q.1. (A) Explain the types of Tourism. **[08]**

(B) Explain the following forms of Tourism. **[07]**

- Cultural Tourism
- Health Tourism

Q.2. (A) Explain about the History of Travel. **[08]**

(B) Explain the term “ Recent Trends” in the Industry **[07]**

OR

Q.2. (A) Explain the following terms. **[15]**

- Advent of High Speed Train
- Travel in 20th century

Q.3. (A) Explain about the National Tourist Organization in the Industry. **[15]**

OR

Q.3. (A) Write a note on the following International Organization. **[08]**

1) IATA 2) PATA

(B) What do you mean by Need for the Organization? **[07]**

Q.4. (A) What are the Career Opportunities in the travel trade? **[08]**

(B) Explain the various Customer Services in the Industry? **[07]**

OR

Q.4. (A) Describe the India's share in International Tourism Arrival. **[15]**