

SARDAR PATEL UNIVERSITY
 B.B.A. (HM & TTM) (HONOURS)(I Semester) (NC) Examination
 Monday, 18th April 2016
 2.30 am - 4.30 pm
 UM01CBBH03/ UM01CBBT03 : INTRODUCTION TO TOURISM

Total Marks: 60

Answer the following Questions:

- Q1.(a) Explain following in detail. (8)
- i. Adventure Tourism
 - ii. Tourism according to origin of travel.
 - iii. Historical Tourism
 - iv. Convention Tourism.
- (b) Explain Tourism with definition and examples . (7)
- Or
- (c) What are the elements and components of Tourism? (15)
- Q2.(a) How Tourism was developed from ancient era till grand tour ? (15)
- Or
- (b) Write a short note on . (15)
- i. Advent of high speed trains and tourism.
 - ii. Modern tourism growth.
 - iii. Tourism after world war-II
- Q3. (a) Why tourism organization is required for tourism development .Write about UNWTO and ICAO. (15)
- Or
- (b) Write about IATA ,PATA, IATO and TAAI. (15)
- Q4.(a) Write about customer service in tourism industry. What are the issues and challenges for tourism development ? (15)
- Or
- (b) Write about Tourism policy and India's status in International level. (15)
