

**SARDAR PATEL UNIVERSITY**  
**B.B.A. (HON) HM EXAMINATION**  
**SEMESTER-I**  
**MONDAY, 18<sup>th</sup> NOVEMBER 2013**  
**2:30 P.M. TO 4:30 P.M.**  
**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 Tourism. And Explain types of Tourism. [08]**  
**(B) Explain the Element of Tourism. [07]**
- OR**
- Q.1. (A) Explain the following forms of Tourism. [08]**  
 • Religious Tourism  
 • Adventure Tourism  
**(B) What are the Components of Tourism? [07]**
- Q.2. (A) Explain about the Growth and Development of Modern Tourism. [08]**  
**(B) Explain the term "Travel in the 19<sup>th</sup> Century". [07]**
- OR**
- Q.2. (A) Describe the term "Advent of High Speed Train". [08]**  
**(B) Write a note on Post Second World War Phenomenon. [07]**
- Q.3. (A) What do you mean by Need for the Organization? [08]**  
**(B) Explain about Factors Influencing type of Organization. [07]**
- OR**
- Q.3. (A) Write a note on the following International Organization. [08]**  
**(B) Explain about the National Tourist Organization. [07]**
- Q.4. (A) What are the Major Issues and Concerns to Develop Tourism? [08]**  
**(B) What do you mean by Customer Services? [07]**
- OR**
- Q.4. (A) Explain the different Career Opportunities in the Travel & Tourism? [08]**  
**(B) Explain about the Status of India Tourism. [07]**

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