

**SARDAR PATEL UNIVERSITY**  
**B.B.A. (HM & TTM) (HONOURS)(I Semester) (NC) Examination**  
**Monday, 18<sup>th</sup> 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)**

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