

**B.Sc. HONOURS INTERNATIONAL
HOSPITALITY ADMINISTRATION (BSCHIA)**

Term-End Examination

December, 2013

**BHY-012 : SUSTAINABLE PRACTICES IN THE
TOURISM AND HOSPITALITY INDUSTRY**

Time : 3 hours

Maximum Marks : 100

*Note : Attempt any five questions in about 600 words each.
All questions carry equal marks.*

1. Explain the concept of sustainability in the context of hotel industry highlighting the important issues and challenges involved. 20
2. Define Green Tourism and Green Tourists. Enumerate citing examples how you would conduct yourself on a trip to identify as a green tourists. 20
3. Explain the role of public and private sectors in achieving the goals of sustainable tourism development. 20
4. Define Environmental Management System (EMS). Explain its relevance and utility in an organisational set-up. 20

5. Write short notes on the following in about 150 words each : 5x4=20
- (a) Stakeholders in Sustainable Tourism.
 - (b) Agenda 21.
 - (c) Sustainability Entrepreneurship.
 - (d) Corporate Social Responsibility.
6. Describe the role and functioning of the Global and Indian Sustainable Tourism Councils. 20
7. Define Environmental Impact Assessment and explain important evaluation methods. 20
8. Why Sustainable Planning is important? Describe the planning process. 20
9. Explain the concept of Green Human Resource Management and its benefits to individual employees. 20
10. Write notes on **any two** in about 300 words each : 10x2=20
- (a) Principles of Responsible Marketing
 - (b) Green Practices in Hotels
 - (c) Strategic Sustainable Development
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