

**MBA IN INTERNATIONAL HOSPITALITY
MANAGEMENT**

Term-End Examination

December, 2013

**MHY-017 : INTERNATIONAL TOURISM
BUSINESS MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

*Note : (i) Attempt **any five** questions.
(ii) All questions carry **equal** marks.*

1. Elucidating upon the Nature and Characteristics of International Tourism, discuss the typology of the same. **20**
2. Write a detailed note on the potential and recently introduced tourism products/attractions in India. How will these affect the future of Tourism Business ? **20**
3. What do you understand by *push* and *pull* factors (related to tourists and destinations) ? Prepare a plan to optimally control and manage *pull* factors of any destination/location/attraction of your choice. **20**
4. "Contemporary Trends" is a very commonly used term in tourism industry. What do you understand by this ? Also discuss, in brief, some of the burning contemporary trends affecting tourism globally. **20**

5. Discuss **any two** of the following briefly : 20
- (a) Importance, and implications, of analyzing the historical development of *tourism*.
 - (b) Factors affecting Tourist Transit Regions.
 - (c) Socio-political scenario vis-a-vis growth of tourism/hospitality industry.
6. Trace out the evolution and growth of the following organizations : 10+10=20
- (a) World Tourism Organization (WTO).
 - (b) Department of Tourism, Govt, of India.
7. "Due to globalization and technology - transfers and fusions, Human Resource has become an important aspect to judge the performance of any business organization". comment. 20
8. Write short notes on **any four** of the following : 4x5=20
- (a) Youth tourists: Motivations and Demands.
 - (b) Spiritual tourism: Concept and Considerations.
 - (c) Travel advisories vis-a-vis touristic movements.
 - (d) Automation and human resource issues.
 - (e) Environmental impacts of development of tourism.
9. "India, too, has started taking bold and innovative steps in the field of tourist transport". Do you agree with this statement or not ? Support your answer with befitting rationales. 20
10. India is becoming one of the most sought after market for many South-Asian and Asian destinations/countries. Discuss, at length, the factors behind this trend. 20