

**MBA IN INTERNATIONAL HOSPITALITY
MANAGEMENT (MBAIHM)**

Term-End Examination

December, 2016

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

Time : 3 hours

Maximum Marks : 100

Note : *Attempt any five questions, each carries 20 marks.*

1. Define international tourism. Trace the historical growth and development of inbound tourism in India.
2. Illustrate the typology of tourism with suitable examples.
3. Discuss the factors affecting the global tourist movements in India.
4. Write a descriptive note on contemporary trends of international tourism.
5. Describe the political aspects of international tourism growth and development in India.
6. Write descriptive notes on :
 - (a) Tourism investment and
 - (b) Barriers to travel

7. Critically evaluate the importance of understanding cultural diversity, cultural perceptions, business protocol and cultural considerations in hiring of human resources in an international hotel chain.
 8. Discuss the role and importance of Multinational tour operators in Indian tourism industry's promotion and development.
 9. Write notes on :
 - (a) International hotel rules and
 - (b) Transportation development
 10. Critically evaluate the role and importance of technology and automation in travel and tour operation companies in this era of e-commerce.
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