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B.Sc. HONOUR'S INTERNATIONAL
HOSPITALITY ADMINISTRATION (BSCHIA)

Term-End Examination

December, 2018

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

Time : 3 hours

Maximum Marks : 100

*Note : (i) Answer any five questions in about 600 words each.
(ii) All questions carry equal marks.*

1. Explain the environmental, economic and social dimensions of the sustainability concept in tourism. 20
2. Discuss various practices followed in hotel industry to enhance guest experience responsibly. 20
3. Discuss the 5 level framework for strategic sustainable development. 20
4. What do you understand by Corporate Social Responsibility (CSR) ? Elaborate issues and challenges in devising a CSR business strategy. 20
5. Explore the relationship between Globalisation, Sustainability and Development. 20

6. Describe how Eco-labelling and certification is used as a strategic sustainable development tool in the hospitality industry. 20
 7. Enumerate any two cases from Tourism and Hospitality Industry where sustainable development parameters have been successfully planned and implemented. 20
 8. Write an essay on Sustainability Benchmarking and Sustainability Reporting. 10+10=20
 9. Describe the Sustainable tourism planning process. 20
 10. Write short notes on the following in about 150 words each : 5x4=20
 - (a) Green Tourists
 - (b) Shades of Green
 - (c) Brundtland Commission 1987
 - (d) Agenda 21
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