

**MBA IN INTERNATIONAL HOSPITALITY
MANAGEMENT**

Term-End Examination

June, 2013

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

Time : 3 hours

Maximum Marks : 100

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- Note :** (i) *Answer any five questions in about 600 words each.*
(ii) *All questions carry equal marks.*
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1. "Definitions keep on changing due to alternations in demand, supply, use-patterns and convenience, as well". Comment. Support your answer with examples. 20
2. Elaborating upon the basic components of a tourism system, discuss how these are important for attractiveness and image of a destination. 20
3. Discuss in detail, the major factors that have and might, affected touristic movements. 20
4. How, according to you, the global economic recession has affected the tourism industry ? Provide a five point strategy to effectively counter such a problem in future. 20

5. Providing an account of the emergence of international hotel chains, discuss any two of the prominent chains operating in India. 20
6. Briefly describe **any four** of the following : 4x5=20
- (a) Nature of national tourism
 - (b) Major resources/tourist attractions in Golden Triangle.
 - (c) Barriers to travel
 - (d) Cultural diversity vis-à-vis touristic appeal
 - (e) Core functions of IHA.
7. Write a detailed note on the appex National Tourism Organisations. How and to which extent, do these co-ordinate with each other ? 20
8. Discuss the following (**any two**) in short : 2x10=20
- (a) Cultural perceptions vis-à-vis tourist behaviour.
 - (b) Factors affecting image of a destination.
 - (c) Development of transport technology and its' impact on growth of tourism.
9. Write a precise note on growth of tourism in major regions of the world. How do you estimate the performance of India in Global context ? 20

10. Critically analyse the developmental issues faced by Indian Hospitality Industry. As a tourism/hospitality professional, how would you control and manage these ? 20
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