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

**Term-End Examination**

**June, 2014**

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

*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. Discuss the concept of sustainability in the context of hotel industry, highlighting important issues and challenges involved. **20**
2. Describe Butler's and Doxey's model of Tourism Growth. **10+10=20**
3. What roles do the Public and Private sector play in achieving the goals of Sustainable Tourism Development ? **20**
4. Define Green Tourism. Identify the stakeholders and describe changes required in their lifestyle to make this form of tourism more meaningful. **20**

5. Write short notes in about 150 words each : 5x4=20
- (a) Globalisation and Tourism
  - (b) Indian Sustainable Tourism Council
  - (c) Carbon foot prints
  - (d) Rain water harvesting
6. Define Environmental Impact Assessment (EIA) 20  
and explain its various evaluation methods.
7. Discuss Eco-labelling and certification practices 20  
in the hotel industry.
8. What do you understand by Corporate Social 20  
Responsibility (CSR) ? Explain various CSR  
strategies adopted by organizations.
9. Write notes on the following in about 300 words  
each : 10x2=20
- (a) Basic steps in reducing water waste in hotels.
  - (b) Negative impact of mass tourism on  
destinations.
10. Describe any four important sustainable 20  
development projects initiated by Global Agencies  
worldwide.
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