

00344

**MBA IN INTERNATIONAL HOSPITALITY  
MANAGEMENT**

**Term-End Examination**

**June, 2014**

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

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Answer any five questions in about 600 words each.*

1. What are the emerging trends in travel and tourism ? Elaborate with suitable example. 20
2. Write a short note on the following (about 300 words) each : 20
  - (a) National Tourism Organisations
  - (b) Importance of Tourism for local community
3. Discuss the various challenges faced by Tourism Industry related to Human Resource development. 20
4. Write a note on the following in about 300 words each : 20
  - (a) Crisis management in Tourism
  - (b) Globalization and Tourism
5. Which are the emerging tourism markets of the world ? Elaborate the reasons of the emergence of these markets. 20

6. "Europe attracts the maximum number of International Tourists". Justify the statement citing relevant examples. 20
  7. "Asia - pacific is one of the most promising regions of the world for the development of Tourism Industry". Elaborate the given statement. 20
  8. What are the barriers in the development of tourism in Asian Region ? Explain your answer with suitable examples. 20
  9. What can be the major factors responsible for the slow growth of International Tourism in India ? 20
  10. Discuss the major environmental challenges faced by Tourism destinations for sustainable development. 20
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