

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

**Term-End Examination**

**June, 2016**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. Define Tourism. Trace the historical growth and development of tourism.
2. Illustrate the components of tourism industry with suitable examples from India.
3. What is destination ? Discuss the factors affecting the movement of tourists.
4. Write a descriptive note on contemporary trends of international tourism.
5. Discuss the role and contribution of UNWTO in promotion and development of tourism in the developing countries.
6. Illustrate various barriers to travel with special emphasis on travelling to Europe and Middle-East Asia.

7. Discuss main objectives and importance of human resources in tourism industry.
  8. Write a note on international hotel rules and cultural diversity.
  9. Illustrate the major tourism trends in India since 2010.
  10. Write notes on :
    - (a) Technology and automation in tourism business.
    - (b) Tourism and environment.
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