

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

Term-End Examination

June, 2017

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

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. Define Tourism. Discuss the typology of tourism with examples. 20
2. Write a detailed account of the historic development of tourism industry in India. 20
3. Discuss in detail the major factors that affect touristic movements. 20
4. What is the role of Politics in International Travel ? Explain with the help of suitable examples. 20
5. Write short notes on any two : 2x10=20
 - (a) Importance of Tourism
 - (b) Contemporary trends in Global Tourism Sector
 - (c) Barriers to travel

6. Trace out the evolution, growth and functions of UNWTO (UN World Tourism Organisation). 20
7. Discuss the impact of developments in the field of transportation on the growth of tourism and Hospitality industry globally. 20
8. "While operating in a multinational environment, it is very important as well as difficult for International Hotel Chains to maintain the balance between global and local perspectives." Comment and justify your answer with suitable examples. 20
9. What are the challenges faced by tourism industry with regard to Human Resource Development? Explain with the help of examples from Indian perspective. 20
10. Write short notes on **any two** : 2x10=20
- (a) Crisis Management in Tourism
 - (b) International Tourism in India
 - (c) Cultural Diversity in Hospitality
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