

00244

**B.Sc. HONOUR'S INTERNATIONAL  
HOSPITALITY ADMINISTRATION  
(BSCHIHA)**

**Term-End Examination**

**June, 2018**

**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. Give a historical overview on how the concept of sustainable development emerged. **20**
2. Discuss the various factors which led to the emergence of the modern day green tourist. **20**
3. Explore the relationship between community and sustainable tourism development. **20**
4. Enumerate with suitable examples the benefits and concerns of Corporate Social Responsibility (CSR) in tourism and hospitality industry. **20**
5. Write notes on **any two** of the following in about **300 words each :** **10x2=20**
  - (a) Butler's Model
  - (b) Doxey's Model of Tourism Growth
  - (c) Indian Sustainable Tourism Council

6. Explain the Demand and Supply of sustainable tourism products and services in India. 20
  7. Describe the structure and process of Tourism Impact Assessment. 20
  8. Enumerate any two cases from Tourism and Hospitality industry where sustainable development parameters have been successfully planned and implemented. 20
  9. Elaborate citing examples how the principles of "Reduce, Reuse and Recycle" can be applied to hotels operation and maintenance. 20
  10. Write short notes on the following in about 150 words each : 5x4=20
    - (a) Shades of Green
    - (b) Carrying Capacity
    - (c) Carbon Mile
    - (d) Carbon Footprint
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