

**M. B. A. IN INTERNATIONAL
HOSPITALITY MANAGEMENT
(MBAIHM)**

**Term-End Examination
June, 2019**

MHY-001 : TRAVEL AND TOURISM MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

*Note : Attempt any five questions. All questions
carry equal marks.*

1. Define tourism. Explain the role of Indian Railways in tourism promotion. 20
2. Write an essay on "Future trends in global tourism". 20
3. Elaborate the role of travel agency in tourism industry. 20
4. Write short notes on any four of the following : 4×5=20
 - (a) IATA
 - (b) ASTA

- (c) PATA
 - (d) TAAI
 - (e) UN-WTO
5. Write an essay on history and development of Tourism. 20
 6. Elaborate on the concept of 'Sustainable Tourism' with examples. 20
 7. Illustrate the role and importance of Aviation Industry in promotion of tourism in India. 20
 8. Define eco-tourism. Differentiate between green tourism and eco-tourism with example. 20
 9. What do you understand by 'Cruises'? Discuss its role in tourism. 20
 10. Discuss 'impacts of tourism' with examples. 20