

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

**Term-End Examination**

**June, 2019**

**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. Give a detailed account of the historical development of Tourism Industry with special reference to India. **20**
2. What do you understand by contemporary trends ? Discuss few contemporary trends in International Tourism Business. **20**
3. What do you understand by Politics in International Tourism Business ? How does it affect the global tourist flow ? **20**
4. Discuss the role of National Tourism Organisation and Government support in the development of tourism activity at a destination. Substantiate your answer with suitable examples. **20**
5. Write short notes on **any two** : **2x10=20**
  - (a) Role of UN-WTO in promoting Tourism Business.
  - (b) Use of technology in Hospitality Business.
  - (c) Environmental impact of tourism.

6. Critically analyse the challenges that are being faced by the hospitality sector in India. Also throw insight on their possible management. 20
  7. What is the effect of cultural perceptions and diversity on tourism business? Substantiate your answer with suitable examples. 20
  8. Discuss the international rules and regulations prevalent for the hospitality business. 20
  9. What is meant by Crisis Management? Why is Crisis Management considered to be an integral part of modern Tourism Business Management? 20
  10. Write short notes on (any two) : 2x10=20
    - (a) Tourist Typology
    - (b) Barriers to Tourism
    - (c) Impact of political stability on tourism
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