

**MBA IN INTERNATIONAL HOSPITALITY
MANAGEMENT**

00438

Term-End Examination

June, 2015

**MHY-001 : TRAVEL AND TOURISM
MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions in about 600 words.

1. Define tourism. Enumerate the salient features of Indian Tourism Policy. **20**
2. (a) What do you understand by linkages in travel agency business ? **10x2=20**
(b) Also explain the modes of communication used in travel agency business.
3. Define cultural tourism. Discuss the role of cultural tourism in Indian scenario. **20**
4. Discuss the importance of itinerary preparation in tour operation business. Explain with the help of an itinerary of fortnight to the hill stations of North India for a couple of Chennai. **20**
5. Write short notes on **any two** of the following :
(a) Types of tour packages **10x2=20**
(b) SAARC and tourism
(c) Travel documentation

6. "Surface transportation play an important role in tour packaging; both for the client as well as the tour operator." Comment on the sentence and substantiate your answer with examples. 20
7. Enumerate the environmental impacts of tourism. Substantiate your answer with examples. 20
8. What do you understand by MICE ? Discuss the importance of MICE in toursim. 20
9. Comment on the role of heritage trains in attracting tourists. Also mention the itinerary of at least one Heritage Train. 20
10. Write short notes on **any two** of the following : 10x2=20
- (a) Cruises
 - (b) Sustainable tourism
 - (c) UN - WTO and its role
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