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MBA IN HOSPITALITY MANAGEMENT

Term-End Examination

December, 2011

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

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions in about 600 words.

1. Define tourism. Distinguish between Inbound and Outbound tourism. 20
2. What is World Tourism Organisation ? Describe its responsibilities with regard to World Tourism. 20
3. What do you mean by destination ? Explain the various concerns related to destination management in tourism. 20
4. What do you understand by tourism system ? Discuss important components of the same. 20
5. What do you understand by Tour package ? Discuss in detail the components of tour package. 20

6. Describe distribution channel and its role in travel and tourism industry. 20
7. Write short notes on the followings : 10+10=20
(a) Problems of surface transport.
(b) Role of Indian Railways in tourism promotion.
8. Write an essay on environmental impacts of tourism activities with suitable examples. 20
9. Discuss the scope of MICE in India. 20
10. Discuss the salient features of the Tourism Policy of India. 20
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