

MBA IN HOSPITALITY MANAGEMENT

00499

Term-End Examination

June, 2011

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

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions in about 600 words.

1. What do you understand by Tourism ? What are the components of Tourism ? **20**
2. Discuss the role of travel agency in the tourism industry. **20**
3. Discuss the importance, role and function of UNWTO. **20**
4. What is the difference between a tour operator and a travel agent ? What are the functions of a tour executive ? **6+14=20**
5. Write short notes on any two of the following :
 - (a) MICE **10x2=20**
 - (b) Relevance of History in Tourism.
 - (c) Salient features of the Tourism Policy of India.

6. Define Itinerary. Prepare a 4 days and 3 night itinerary of the Golden Triangle. 4+16=20

 7. Explain the environmental and economical impacts of Tourism. 10+10=20

 8. Write an essay on sustainable tourism. 20

 9. Discuss the impact of changing face of Aviation Industry on Tourism. 20

 10. Write an essay on Surface Transport. 20
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