

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

Term-End Examination

00221

December, 2014

**MHY-017 : INTERNATIONAL TOURISM BUSINESS
MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

*Note : Answer any **five** questions in about 600 words each.*

1. "Tourism helps in cross-cultural development and better political scenario." Justify the statement citing suitable examples. 20

2. Write short notes on the following in about 150 words each : 4×5=20
 - (a) Typology of Tourism
 - (b) Private participation in Tourism
 - (c) Political aspects of Tourism
 - (d) Community based Tourism

3. Discuss the role and advantages of automation in Tourism trade. 20
 4. Discuss in detail about the factors affecting the growth and development of Tourism industry. 20
 5. Discuss the history of the emergence of hotels. What role does development of hotels play in balancing the global needs and utilization of local resources ? Explain with the help of examples. 20
 6. Write notes on the following in about 300 words each : 2×10=20
 - (a) Transportation and Tourism
 - (b) Negative Impacts of Tourism
 7. "India represents 17% of the world population but attracts less than 1% of the total International Tourists." Explain the barriers in the growth of International Tourism in India. 20
 8. What are the major factors which make Europe a leading region in terms of tourist arrivals and tourism receipts ? 20
 9. Discuss the various challenges faced by the hospitality sector today. 20
 10. What are the main factors affecting global and regional tourist movements ? Discuss the various emerging tourist markets. 20
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