

**B.Sc. HONOUR'S INTERNATIONAL
HOSPITALITY ADMINISTRATION (BSCHIIHA)**

Term-End Examination

December, 2016

**BHY-012 : SUSTAINABLE PRACTICES IN THE
TOURISM AND HOSPITALITY INDUSTRY**

Time : 3 hours

Maximum Marks : 100

Note : (i) Answer any five in about 600 words each.

(ii) All questions carry equal marks.

1. Discuss the Principles of sustainable development as applicable in the Tourism and Hospitality Industry. 20
2. Explain forms of tourism which are based on the sustainable development concept. 20
3. Define Green Marketing and explain its various characteristics. 20
4. Write short notes in about 150 words each : 5x4=20
 - (a) Brundtland Commission 1987
 - (b) Shades of Green
 - (c) LEED certification
 - (d) Demand for sustainable products

5. Identify the gaps between tourism players and the host community. Suggest ways to bridge them for sustainable tourism development. 20
 6. Enumerate the important roles of the Global Sustainable Tourism Council (GSTC) and the Indian Sustainable Tourism Council (ISTC) in taking forward the sustainable tourism movement. 20
 7. What do you understand by Sustainability Reporting ? Describe its 4C's. 20
 8. Describe the different sustainability approaches in HRM practices in hotels. 20
 9. Write notes on the following in about 300 words each : 10x2=20
 - (a) Dimensions of corporate social responsibility
 - (b) Strategic sustainable development
 10. Describe the various rating methods/systems used for certifying sustainable buildings. 20
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