

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

Term-End Examination

June, 2015

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

Time : 3 hours

Maximum Marks : 100

Note : (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

1. Define tourism. Explain the historical development of tourism in India. **20**
2. Discuss the various forms of tourism. **20**
3. Discuss the impact of tourism development on the environment. **20**
4. Explain the various barriers to travel which impact tourist movement. Elaborate with suitable examples. **20**
5. Explain the linkage between political stability of a destination and the corresponding inflow of tourists. **20**

6. Discuss the emerging growth pattern of tourism in the major regions of the world. 20
7. Write short notes on the following : 5x4=20
- (a) IMF
 - (b) UN-WTO
 - (c) Core functions of IHA
 - (d) Travel advisories
8. Write a detailed note on pull and push factors in tourism. 20
9. Providing an account of the emergence of international hotel chain, discuss any two of the prominent chains operating in India. 20
10. Discuss the need for governmental support for the growth and development of tourism. 20
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