



V. M. SALGAOCAR INSTITUTE  
of  
INTERNATIONAL HOSPITALITY EDUCATION

**M.Sc. INTERNATIONAL HOSPITALITY AND TOURISM MANAGEMENT**

Type: Semester End Assessment (SEA)

Date: 26/05/2023

Batch and Semester: 2022-2024 & 2

Total Marks: 40

Time Duration: 2 Hours

Course Name: Sustainable Tourism Management

Course Code: IHT-505

Instructor: Shreya Naik

This paper contains 01 page in addition to the cover page.

Full Name of the Student: \_\_\_\_\_

Permanent Registration Number: \_\_\_\_\_ Class: \_\_\_\_\_

Marks Obtained: \_\_\_\_\_ Faculty Signature: \_\_\_\_\_ Invigilator Signature: \_\_\_\_\_

Main Answer Sheet	Number of Supplements	Total Number of Answer Sheets
01		

- Carefully read each question at the outset of the paper. All queries must be addressed to the faculty within the first 10 minutes of the examination.
- Students are expected to maintain complete silence in the examination hall and should not interact or communicate with their peers.
- Students will carry only their essential stationery like pens, pencils, ruler, and simple calculators into the examination hall.
- Bags, eatables, drinks, etc. will not be allowed inside the hall with the exception of a bottle of water.
- Cell phones, electronic data banks, scientific calculators and smart/beeping watches are prohibited in the examination hall.
- Students will answer the examination with only blue/ black ball point pens unless informed differently by faculty. Avoid usage of green or red ink pens on the answer sheet.
- Dictionaries will not be allowed into the examination hall unless informed differently by faculty.



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**Q.1. Answer any four questions.**

**(4 x10 Marks = 40 Marks)**

1. Discuss the negative impact caused by tourism in your community and provide solutions that you think could be effective? Address both positive and negative results of your suggestion as all elements in the tourism industry are interrelated.
2. The best step in benchmarking is understanding industry practices. Where would you look for tourism best practices if you are running a casino in an indigenous community and you are running youth hostel in the center of an urban destination? What differences would you expect in the best practices for each scenario?
3. You are the manager of a historic site. How would you build collaboration between other tourism businesses with your destination to ensure that protection to your site? What conflicts might arise while doing the same?
4. Before taking a group of senior citizens on a two – week trip to Dubai, you are asked to educate your guest on sustainable travel behavior. Using mindful models, what elements would you use to promote sustainable travel which is also known as responsible travel.
5. You are interested in marketing to sustainable consumers. What avenues you will use to communicate your sustainability initiatives to ensure that your target market receives message?