

**INTERNATIONAL HOSPITALITY
ADMINISTRATION (BAIHA, BSCHIHA)**

00161

Term-End Examination

December, 2014

**BHY-011 : UNDERSTANDING TOURISTS : PROFILE
AND MARKETS**

Time : 3 hours

Maximum Marks : 100

Note : Answer any *five* questions. All questions carry equal marks.

1. Name the major tourism regions and sub-regions of the world as recognized by UNWTO. Discuss the trends and patterns of International tourists movements in the last two decades. 20
2. Describe the types and sources of information which a tourist requires. 20
3. Define Special Interest Tourism (SIT). Explain the major SIT segments, which India as a destination offers. 20
4. Explain citing relevant examples, how a target market is identified in the tourism industry. 20

5. Write notes on the following in about 300 words each : $2 \times 10 = 20$
- (a) Travelling Styles of Backpackers
- (b) Forecasting in Tourism
6. What are the various types of travel motivators? Explain the important factors which influence the tourist behaviour. 20
7. Discuss the common aspects of Indian Culture which a foreign tourist should be made aware to prevent 'culture shock'. 20
8. Explain the implications of growing number of women tourists on the tourism business. 20
9. Describe the various tourists' security concerns at a destination. 20
10. Give an account of the Indian Domestic Tourism scenario. 20
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