

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

Term-End Examination

December, 2015

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

Time : 3 hours

Maximum Marks : 100

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

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1. Explain the type of information which tourists would require before and during their trip. **20**
 2. What are the advantages of segmenting tourism markets ? Explain with suitable examples how behaviour of customers can be used as a basis for market segmentation. **20**
 3. Identify the major concerns of women travellers and discuss the efforts of the tourism industry for addressing them. **20**
 4. Write notes on the following in about 300 words each : **10x2=20**
 - (a) Process of Target Marketing
 - (b) Stages in consumer - decision - making process

5. Define the terms 'safety' and 'security' from a tourists point of view. Explain the characteristics of tourists which makes them vulnerable to unscrupulous intent at tourism destinations. 20
 6. Who is an NRI and a PIO ? Suggest ways how India can be marketed as a tourism destination to target these segment. 20
 7. Discuss the status of India bound tourist flow from UK in terms of profile, expectations, reason for travel and popular destinations. 20
 8. Write notes in about 300 words each : 10x2=20
 - (a) Factors for slow growth of tourism in SAARC region
 - (b) Changing profile of Indian outbound travellers
 9. Briefly describe the Middle East countries and explain how India can be marketed as a destination. 20
 10. Discuss the factors of phenomenal growth of Indian Domestic tourism. Analyse its implications on the overall functioning of the Tourism industry. 20
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