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

Term-End Examination

December, 2017

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

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. Critically analyse Inbound Tourism Trends and Tourist Flow Pattern for India. Also discuss the reasons for such tourist flow pattern. 20
2. What do you mean by market segmentation ? Also discuss the criteria for effective market segmentation. 20
3. What is the significance of cross-cultural sensitivity in travel and tourism field ? Substantiate your answer with suitable examples. 20
4. Discuss the various factors influencing tourist behaviour. 20
5. Define "barriers to tourism". Explain the various types of barriers to tourism with relevant examples from travel trade. 20

6. Elaborate the social, health and safety concerns for women travellers. Which type of social norms should be followed by a tourism professional while interacting with women tourists ? 20
 7. Discuss the factors that affect consumer purchase decisions. Give suitable examples. 20
 8. Write an essay on relevance of Domestic Tourism in India. 20
 9. What is the significance of forecasting in tourism ? What are the issues in selection of forecasting methods ? 20
 10. Write short notes on the tourist profile of **any two** of the following in about **300** words each : 10+10=20
 - (a) Germany
 - (b) North America
 - (c) Africa
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