

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

Term-End Examination

December, 2018

**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.*

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1. Why tourism is an important activity ? Describe world tourism regions and its characteristics. 20
 2. What do you mean by Destination Information System ? Analyse the nature and management of information flow in the travel and tourism industry. Give suitable examples. 20
 3. Discuss the stages in tourism market segmentation. Also discuss the segmentation approaches in tourism. 20
 4. Write short notes on : 10x2=20
 - (a) Plog's Typology
 - (b) Gray's classification
 5. What is cultural shock and its symptoms ? Explain with examples the need for tourism professional to understand cultural sensitivity of inbound tourist. 20

6. What are the various security concerns for tourist visiting India ? Critically analyze the role of various agencies responsible for tourist safety and security. 20
7. Write short notes on the following : 10x2=20
(a) Backpackers
(b) Tourist Profile of NRIs and PIOs
8. What is the need of forecasting in tourism industry ? What are the issues in selection of forecasting methods ? 20
9. What is the difference between domestic tourism and international tourism ? Elaborate the features of Indian domestic tourism. 20
10. Discuss the profile of Indian outbound tourists. Also describe the destinations preferred by Indian outbound tourists. 20
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