

00170

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

**Term-End Examination**

**June, 2016**

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

*Time : 3 hours*

*Maximum Marks : 100*

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- Note :** (i) *Answer any five questions.*  
(ii) *All questions carry equal marks.*
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1. Why is Tourism an information - intensive industry ? Explain citing relevant examples. 20
2. Discuss the importance of understanding 'Culture' from the tourism perspective. Suggest ways to help tourists overcome cultural shock when in India. 20
3. Write notes on the following in about 300 words each : 10x2=20
  - (a) Factors influencing tourists' behaviour.
  - (b) ITC Hotels 'Eva Floor'.
4. A group of 10 women travellers from the USA are availing your tour operation services. How would you cater to this group in terms of Do's and Don'ts during their stay in India ? 20

5. Discuss the likely security concerns of a first time foreign tourist to India. 20
  6. Discuss the characteristic 'travelling features' of Backpackers. Suggest ways to promote India to this segment. 20
  7. Explain the relevance of collection of data and their analysis from the Tourism Market perspective. Cite relevant examples. 20
  8. Write notes in about 300 words each. 10x2=20
    - (a) Popular Indian Outbound destinations
    - (b) Market Positioning of Tourism Products.
  9. Discuss the status of India bound tourists' flow from North American region in terms of profile, expectations, reason for travel and popular destinations. 20
  10. Explain the factors which influences Tourist buying behaviour ? 20
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