

00074

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

Term-End Examination

June, 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.

1. What is the significance of tourism market's information in destination management. Substantiate your answer with suitable examples. 20
2. Write an essay on tourist typology and market segmentation. 20
3. What are different ways to overcome barriers to tourism ? Substantiate your answer with suitable examples. 20
4. Discuss the significance of cross-cultural sensitivity in travel and tourism field. 20
5. What are travel motivators ? How motivational factors are impacting decision-making process for choosing one destination or accommodation unit over another ? 20

6. Discuss some cultural practices in the context of Japan and Korea. 20
 7. Write short notes on the tourist profile of **any two** of the following in about **300** words each : **10+10=20**
 - (a) South America
 - (b) Middle East Asia
 - (c) South East Asia
 8. Explain the typology of Tourism Security. Discuss the Security Concerns in Indian Tourism Scenario. 20
 9. Describe various factors that are analyzed to study demographic profiles and their importance in tourism planning. 20
 10. Write short notes on **any two** of the followings :
 - (a) Special Interest Tourism 10x2=20
 - (b) Role of NRI in Tourism Promotion
 - (c) Impact of Backpackers
-