

00584

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

Term-End Examination

June, 2019

**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. Why tourism industry is information sensitive industry ? Can we classify types of tourism information ? Substantiate your answer with suitable examples. 20
2. Write short notes on : 20
 - (a) Special Interest Tourism (SIT)
 - (b) Segmentation Approaches in Tourism
3. Define Market Positioning. Also discuss different approaches of product positioning in Tourism. 20
4. What are the factors which affect travel decisions ? Substantiate your answer with suitable examples. 20
5. Write short notes on the followings : 10x2=20
 - (a) Effect of barriers on tourism
 - (b) Cultural Shock

6. What are the implications of the growing number of women tourists on the tourism industry ? Give suitable examples. 20
7. Discuss the process of consumer decision making for purchasing travel and tourism products. What are the factors which affect tourist consumer behavior ? Give suitable examples. 20
8. Write short notes on : 10x2=20
(a) Profile of tourists from Australasia
(b) Methods of forecasting in tourism
9. What do you understand by typology of tourism security ? What impact does security concern have on the tourism activities ? 20
10. What is outbound tourism ? What are the destinations which are popular among Indian outbound travellers ? With suitable examples analyze the reasons for the outbound destination popularity. 20
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