

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

00448

Term-End Examination

June, 2015

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

Time : 3 hours

Maximum Marks : 100

Note : *Answer any five questions. All questions carry equal marks.*

1. List the important reasons for growth of tourism industry in modern times. Discuss the tourist movement and pattern for India (Inbound and outbound). **20**

2. Explain the various types and classifications of tourists. **20**

3. What are the effects of 'travel barriers' on tourism destinations ? Suggest steps to overcome them. **20**

4. Explain the basis on which female tourists are targeted for effective marketing. What are the major concerns for female tourists' ? **20**

5. Define Security concerns. Discuss the implications of security-breached incidents on the tourism business operations. **20**
6. Write notes on the following in about **300** words each : **2x10=20**
- (a) Indian Domestic tourism.
 - (b) Market segmentation strategies.
7. How is profiling of Special Interest tourists' done ? Explain the various issues involved in profiling. **20**
8. Explain the concept and dimension of "Culture Shock" in tourism. **20**
9. Discuss the various strategies adopted by destinations to target Indian outbound tourists. **20**
10. Discuss the special needs of backpackers. Suggest ways to cater their needs at various destinations. **20**
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