INTERNATIONAL HOSPITALITY ADMINISTRATION (BAIHA, BSCHIHA)

Term-End Examination

December, 2013

BHY-011 : UNDERSTANDING TOURISTS : PROFILE AND MARKETS

Time : 3 hours *Maximum Marks : 100*

Note : Attempt any five questions in about 600 words each. All questions carry equal marks.

1. Discuss the information needs of tourists. Also mention the flow and management of information in the tourism sector. **10+10=20**

2. What is the relevance of market segmentation in tourism and hospitality industry ? **20**

3. Explain the process of target marketing with suitable examples from the tourism industry. **20**

4. Discuss the concept of motivation and its role in tourism sector. **20**

5. Write short notes on the following : **5x4=20**
   (a) Destination information system.

(b) Criteria for effective market segmentation.

(c) Plog's Typology.

(d) Goeldner's and Ritchie's classification of travel barrier.

6. Analyse the need for cross-cultural understanding **20** in tourism sector. How can we avoid cultural shock ?

7. What is the co-relation between tourism and **20** security concerns of tourists and tour operators ? Explain with the help of suitable examples from tourism industry.

8. What are the steps in the decision making **20** process in tourism ? Explain with the help of suitable examples.

9. What is the role of forecasting in tourism ? What are the forecasting methods used in tourism ?

10+10=20

10. Write short notes on **any two** : **10x2=20**

(a) Domestic tourism

(b) SIT

(c) Tourist profile of united kingdom.