

INTERNATIONAL HOSPITALITY
ADMINISTRATION (BAIHA, BSCHIHA)

Term-End Examination

June, 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. What is the role and importance of information in the tourism sector ? How do we manage information for the Tourism Sector ? Substantiate your answer with suitable examples. **10+10=20**
2. What are the variables used for market segmentation ? What are the advantages of market segmentation in tourism ? **15+5=20**
3. What do you understand by target marketing and market positioning ? What are the positioning approaches used in tourism sector ? **10+10=20**
4. What do you understand by Barriers to Tourism ? What are the barriers usually seen in tourism ? **20**

5. Write short notes on *any two* : 10x2=20
(a) Motivation in tourism
(b) Stages in tourism market segmentation
(c) Tourist market
6. Write a note on the role of Gender in tourism marketing. 20
7. What are the types of Consumer Purchase Decisions ? What are the factors that affect consumer purchase decisions ? 20
8. What do you understand by Forecasting ? Discuss the process and methods of forecasting in tourism. 20
9. Give a brief overview of the present day outbound tourism market of India. 20
10. Write short notes on *any two* : 10x2=20
(a) Profile of tourists of SAARC nations
(b) Profile of tourists of France
(c) Backpackers
-