

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

Term-End Examination

June, 2014

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

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

1. What are the types of information required by tourists ? Explain the sources of information and information flow in tourism. **20**
2. Define market positioning. Explain the various positioning approaches with suitable examples from tourism industry. **20**
3. Explain the variables used for market segmentation. Discuss the advantages of market segmentation in tourism. **20**
4. Write short notes on **any two** of the following :
 - (a) Backpackers **10x2=20**
 - (b) Motivation in tourism
 - (c) Tourism market

5. Define security concerns in tourism. What are the impacts of security concerns in tourism ? 20
 6. Discuss the role of gender in tourism decision making process. Explain the major constraints of travel for women specially in context to India. 20
 7. Write short notes on the tourist profile of **any two** of the following : **10x2=20**
 - (a) France
 - (b) Japan
 - (c) United Kingdom
 8. What do you understand by target marketing ? 20
Explain the process of target marketing in tourism.
 9. Give a brief overview of the emerging destinations for the Indian outbound tourism market. 20
 10. What is the significance of data for tourism ? 20
Explain the sources of collection of tourism data.
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