

Ph.D. IN TOURISM AND HOSPITALITY

Term-End Examination

December, 2015

**RTS-001 : INTERDISCIPLINARY APPROACHES IN
TOURISM AND HOSPITALITY**

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt *four* questions in *all*.

(ii) *All* questions carry *equal* marks.

1. Explain how different concepts and definitions of tourism and hospitality have emerged. Illustrate in the context of Interdisciplinary approaches. 25
2. What is the importance of marketing in tourism and hospitality ? Discuss the changing global scenario of tourism and hospitality marketing. 25
3. Illustrate the need and applications of information technology in tourism and hospitality research. 25
4. How would you assess the impact of tourism and hospitality on local communities ? Elaborate with relevant examples. 25
5. Write a note on Eco-friendly practices in tourism and hospitality industry substantiate your answer with a case study. 25

6. Critically evaluate the role of individual determinants of tourism - perception, motivation, personality and learning in the choice of a destination by the tourists. 25
 7. Discuss the role and importance of entrepreneurship in tourism and hospitality industry in the changing global scenario. 25
 8. How important is innovation in tourism? Explain with the help of a case study of your choice. 25
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