

Ph.D. IN TOURISM AND HOSPITALITY

Term-End Examination

December, 2015

**RTS-003 : RESEARCH METHODOLOGY IN
TOURISM AND HOSPITALITY**

Time : 3 hours

Maximum Marks : 100

Note : (i) *Attempt four questions in all.*
(ii) *All questions carry equal marks.*

1. (a) What do you mean by research ? Explain its significance in modern times. **25**
(b) Distinguish between empirical and applied researches.
2. "During recent past tourism and hospitality research has become more industry oriented". In this context substantiate your answer with relevant current researches. **25**
3. Being student of Ph.D., suggest data collection techniques and methods if relationships exist within the survey populations that point to possible relationships across populations. Also mention whether those relationships suggest that if one population varied its response, it would indicate a statistically significant variance to the related population. **25**

4. What are the different types of hypotheses ? How do you verify whether a hypothesis is true or false ? Discuss the procedure for testing hypothesis in qualitative research. 25
 5. What are chi-square test and t-test ? In what conditions these can be applied ? Illustrate with research problem(s). 25
 6. "It is opined that tourism and hospitality industry and academics in India is lacking quality research". In the light of this, suggest remedial measures to improve quality research in tourism and hospitality. 25
 7. You have been assigned the task of measuring the perceptions of tourists, towards the quality of services of your product. Design a suitable questionnaire to measure the same. 25
 8. Discuss the steps for identifying and defining a research problem in tourism/hospitality in special context to your research topic. 25
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