

Ph.D. IN TOURISM AND HOSPITALITY

Term-End Examination

00274

June, 2018

**RTS-101/RTS-001 : INTERDISCIPLINARY
APPROACHES IN TOURISM AND HOSPITALITY**

Time : 3 hours

Maximum Marks : 100

*Note : Attempt any **four** questions. All questions carry equal marks.*

1. What do you mean by “E-Tourism” ? Critically analyze the role of Information Technology in the travel and tourism industry. 25
2. Discuss some of the major problems faced by tourism professionals in promoting sports tourism in India. Also suggest ways to overcome these problems. 25
3. Write short notes on the following : $2 \times 12 \frac{1}{2} = 25$
 - (a) Tourist Decision Making
 - (b) Social Determinants of Tourism

4. What do you understand by socially responsible marketing ? What steps should you take as a marketing manager to make effective use of socially responsible marketing ? 25
5. What is “Health Tourism” ? Describe the health tourism products suitable to promote tourism in Uttaranchal and Kerala. Substantiate your answer with suitable examples. 25
6. Discuss important aspects of Maslow’s Need Hierarchy Theory of Motivation. Also highlight their importance in the hospitality industry. 25
7. Discuss the significance of public relations in tourism. What are the basic roles of a public relations manager ? 25
8. Write short notes on the following : $2 \times 12 \frac{1}{2} = 25$
- (a) MICE
- (b) Peace and Prosperity through Tourism
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