

Ph.D. IN TOURISM AND HOSPITALITY

Term-End Examination

December, 2016

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

Time : 3 hours

Maximum Marks : 100

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

1. Elucidate the unique features of Indian culture and their interrelationship with Tourism. Discuss "Atithi devo bhava". 25
2. What is the Marketing Mix of a five-star hotel ? What could be advertising strategy of such a hotel for attracting the customers ? 25
3. Describe the concept of sustainable tourism. Is it possible to implement sustainability in all aspects of tourism and hospitality sector ? Justify your answer with suitable examples. 25
4. 'Training and development of Human Resources play important role in sustainability of tourism operations.' Do you agree ? Justify your answer with suitable example. 25

5. 'Branding plays a critical role in establishing the identity of a tourist destination.' Examine the statement in the light of the related marketing campaigns of different Tourism Departments. 25
6. 'Both tangible and intangible heritage play important role in the tourism industry.' Comment on the statement with suitable examples. 25
7. Discuss the role of travel manager and managerial skill required therein. 25
8. Write short notes on any two of the following : 25
- (a) Economic Impacts of Tourism
 - (b) Emerging trends in Tourism
 - (c) Emerging trends in Hospitality
 - (d) Doxey Irridex
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