

No. of Printed Pages : 2 **RTS–101/RTS–001**

**Ph. D. IN TOURISM AND
HOSPITALITY (PHDTS)**

Term-End Examination

December, 2023

**RTS–101/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. 'Museums and Art Galleries showcase both the history and culture of a region and thus are known as Tourist attractions.' Comment on the statement and substantiate your answer with suitable examples. 25
2. Discuss the role of information technology in tourism and hospitality industry and how it promoted India's tourist attractions and amenities in overseas markets. 25
3. Explain the tourist decision making process with the help of tourists push and pull factors. 25

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4. 'Global tourist movements are influenced by the Global Economical Trends.' Examine the statement with the tourists movement from the developed countries to developing countries. 25
5. Briefly describe the role of food tourism. Also mention the scope of developing culinary tourism in India. 25
6. 'MICE is the all-weather tourism business provider.' Examine the role of Tamil Nadu and Andhra Pradesh in this sector. 25
7. Write short notes on the following : 25
 - (i) Tourism multiplier effect
 - (ii) HRM in Hospitality organisation
8. What do you understand by Green Marketing ? Explain with the help of suitable examples from the tourism and hospitality industry. 25