

00350

**Ph.D. IN TOURISM AND HOSPITALITY**

**Term-End Examination**

**June, 2016**

**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. What is the modern concept of tourism and hospitality ? Illustrate the significance of interdisciplinary approaches for the development of modern concept of tourism and hospitality. 25
2. Discuss the ownership structure in Indian Tourism and hospitality industry. 25
3. Illustrate the usage and importance of information technology in tourism and hospitality research. 25
4. What is a global alliance ? What are the main impacts of these in Indian tourism and hospitality industry ? 25
5. Write a note on contemporary challenges and issues in tourism and hospitality management in context to economic and sociological impacts of tourism and hospitality. 25

6. What do you understand by guest-host relationship ? Explain its relevance in the promotion and development of a destination with relevant examples. 25
  7. Critically evaluate the global economic trends in tourism with special reference to Indian tourism. 25
  8. What do you understand by marketing strategies ? Discuss with relevant examples from STDCs' or an international chain of hotels. 25
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