

No. of Printed Pages : 3

**RTS-103**

**PH. D. IN TOURISM AND  
HOSPITALITY SERVICES  
MANAGEMENT (PHDTHSM)**

**Term-End Examination**

**June, 2024**

**RTS-103 : RESEARCH METHODOLOGY IN  
TOURISM AND HOSPITALITY**

*Time : 3 Hours*

*Maximum Marks : 100*

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

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1. Define research ? Explain citing suitable examples. Explain the importance of research in Tourism and Hospitality industry. 25
2. Define data. What are various methods of data collection ? Explain each with suitable examples. 25
3. Explain the following terms : (5×5=25)
  - (a) Ordinal Scale
  - (b) Interval Scale
  - (c) Reliability
  - (d) Schedule
  - (e) Descriptive Statistics

**P. T. O.**

4. What are the different types of sampling ? Explain probability sampling with suitable examples. 25
5. What is Research Design ? Differentiate between quantitative and qualitative research design. 25
6. Define variable ? What are the different types of variables ? Explain each with example. 25
7. How do you formulate a research hypothesis, and why is it important in the research design ? 25
8. Suppose you have used following work in writing a research paper : 25

Sr.	Type	Author(s)/ Editor(s)	Title of work	Publication Date	Publisher	Place
1	Book	Andy Field	Discovering Statistics using IBM SPSS Statistics	2000	SAGE Publica- tions Ltd.	London
2	Research paper	Swati Shah, Devendra Krishana Bhatt and S.K. Gupta	Service Quality Impact on Tourist Satisfaction in Hotel Industry of Hill Stations in Uttarakhand : A Structural Equation Modeling Analysis	2022	Journal of Tourism Vol. XXIII, No. 2, pp. 51-62	

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3	Chapter in edited Book	Authors(s) Edward A. Merritt Editors(s) Abraham Pizam	Work Title Seasonality in food service Book Title International Encyclopedia of Hospitality Management	2005	Elsevier Butterworth-Heinemann	London
4	Corporate Publication	Ministry of Finance	Economic Survey 2020-21	2021	Ministry of Finance, Department of Economic Affairs, Economic Division North Block, New Delhi-110001 pp. 315	
5	New Article	Joydeep Thakur and Praesh Lama	Flash Floods in Sikkim	05th October 2023	Hindustan Times	New Delhi <a href="https://epaper.Hindustantimes.com/delhi?eddate=05/10/2023&amp;pageid=631325">https://epaper.Hindustantimes.com/delhi?eddate=05/10/2023&amp;pageid=631325</a>

Suggest in-text citation and prepare a reference list in accordance with APA style.