

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

Term-End Examination

December, 2024

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

Time : 3 Hours

Maximum Marks : 100

Note : (i) Attempt any **four** questions.

(ii) All questions carry equal marks.

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1. Write an essay on “ICT application in Tourism and Hospitality Industry.” 25
 2. Write short notes on the following : $2 \times 12.5 = 25$
 - (a) Eco-tourism
 - (b) Digital Tourism
 3. What are the factors influencing local tourist's decision-making on choosing a destination ? 25

4. What do you mean by destination image and branding in tourism ? Why is branding and image important in travel and tourism ? 25
5. “Social media has altered the landscape of marketing in the leisure and hospitality industry.” Analyze the statement by giving suitable examples. 25
6. Write short notes on the following : 2×12.5=25
 - (a) Medical Tourism and Alternative Therapies
 - (b) Linkage between Sports and Tourism
7. What do you mean by Multiplier effect and leakages in tourism ? How can tourism industry become a hub for providing employment to the masses ? Give suitable examples. 25
8. What is Doxey’s Irridex Model ? Explain its various stages and provide relevant example of each stage. 25

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