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RTS-103

**Ph. D. IN TOURISM AND
HOSPITALITY SERVICES
MANAGEMENT [PHDTHSM]**

Term-End Examination

December, 2024

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

Time : 3 Hours

Maximum Marks : 100

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

1. What is Research Methodology ? Explain the key differences between qualitative and quantitative research methodologies with suitable examples. 25

2. What are the various data collection methods commonly used in research and how do you choose the most appropriate method for a particular study in tourism ? 25
3. Define Sampling. What are the various methods of sampling ? Explain non-probability sampling with suitable examples. 25
4. Explain the following terms : 5×5=25
 - (a) Nominal Scale
 - (b) Ratio Scale
 - (c) Validity
 - (d) Schedule
 - (e) Inferential Statistics
5. What is Research Design ? List the functions of research design. 25
6. Define Variable. Differentiate between the terms 'concept' and 'variable' with suitable example. 25
7. What is the difference between primary and secondary data, and how do you decide which one to use in your research ? 25

8. Suppose you have used the following work in writing a research paper : 25

Sr. No.	Type	Author(s)/ Editor(s)	Title of work	Publication Date	Publisher	Place
1	Book	John W. Creswell	Educational Research : Planning, Conducting and Evaluating Quantitative and Qualitative Research	2012	Pearson Education Inc.	Boston, USA
2	Research Paper	Sheng-Hshiung Tsaur, Chang-Hua Yen and Chia-Li Chen	Independent Tourist Knowledge and Skills	2010	Annals of Tourism Research, Vol. 37, No. 4, pp. 1035–1054	DOI https://doi.org/10.1016/j.annals.2010.04.001
3	Chapter in edited book	Authors(s) Bob McKercher and Alan A. Lew Editors(s) Alan A. Lew, C. Michael Hall and Allan M. Williams	Work Title Tourist Flows and the Spatial Distribution of Tourist Book Title A companion to tourism	2004	Balckwell Publishing Ltd.	Oxford, UK

4	Corporate publication	World Tourism Organization	Concepts, Definitions and Classifications for Tourism Statistics, Technical Manual No. 1	1995	World Tourism Organization, Madrid pp. 23	Retrieved from http://www.eunwto.org/doi/book/10.18111/9789284401031
5	New Article	B. S. Perappadan	India's first coronavirus infection confirmed in Kerala	30th January, 2020	The Hindu	Chennai https://www.thehindu.com/news/onlinel/indias-first-coronavirus-infection-confirmed-inkerala/article30691004.ece

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

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