

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

**Term-End Examination**

**December, 2025**

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

*Time : 3 Hours*

*Maximum Marks : 100*

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***Note :** Answer any **five** questions in about  
**600** words each. All questions carry equal  
marks.*

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1. Discuss the importance of research in the field to tourism and hospitality. How does research support innovation, policy development and business sustainability in the industry? 20
2. What is a research problem ? Explain the process of defining and identifying a research problem in tourism research with suitable examples. 20

3. Define hypothesis and explain its types. How does formulating a hypothesis guide the direction of a tourism or hospitality research study ? 20
4. Describe in detail the various methods of data collection. Compare their applicability in qualitative and quantitative tourism research. 20
5. Explain the concept of sampling in research. Discuss different sampling designs and their relevance in hospitality-related studies. 20
6. What are the characteristics of effective thesis writing ? Discuss structure, coherence, academic style and common pitfalls to avoid. 20
7. With examples, compare the strengths and limitations of qualitative and quantitative research methods in hospitality. 20
8. Discuss the ethical considerations in conducting tourism and hospitality research. How should researchers ensure ethical integrity throughout their work ? 20

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