

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

**Term-End Examination**

**June, 2025**

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

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** (i) Attempt any **four** questions in about  
**600** words each.

(ii) All questions carry equal marks.

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1. Describe major Harappan archaeological sites. How do archaeological sites promote cultural tourism ? 25

2. What do you mean by World Heritage Sites ? Discuss challenges in their conservation. 25
3. Write short notes on any *two* of the following in about **300** words each :  $2 \times 12.5 = 25$
- (a) Internet marketing
  - (b) Inter-relationship between tourism and environment
  - (c) Application of management concepts in tourism
4. Discuss the importance of adventure and sports in tourism. 25
5. Discuss the concept of 'Tourism Area Life Cycle' (TALC). Where would you place in the TALC ? Justify. 25
6. Write short notes on any *two* of the following in about **300** words each :  $2 \times 12.5 = 25$
- (a) Entrepreneurship in tourism and hospitality

(b) Green marketing

(c) Role of organizations in promoting  
destination

7. Write an essay on “Emerging trends in  
tourism and hospitality”. 25
8. Discuss the impact of tourism on the  
Indian society. Elaborate by giving some  
examples. 25

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