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RTS-103

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

Term-End Examination

June, 2025

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

Time : 3 Hours

Maximum Marks : 100

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

1. Explain the significance of research in tourism and hospitality. How does research contribute to effective decision-making and policy formulation in the industry ?

2. What is a hypothesis ? Discuss the types of hypotheses and their role in research, especially within tourism and hospitality studies.
3. Critically evaluate the various methods of data collection. Which methods are most suitable for tourism and hospitality research and why ?
4. Explain the stages of data processing. How do data coding, editing and tabulation aid in research quality ?
5. Explain the process of data analysis and interpretation. Why is interpretation considered a critical phase in research ?
6. Outline the steps involved in the preparation of a thesis. What are the essential components that must be included ?

7. Discuss the process of decision-making based on research findings. How can research outcomes influence policy or managerial decisions in tourism ?
8. Evaluate the ethical considerations in tourism and hospitality research. How can researchers ensure responsible conduct throughout the research process ?

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