TS-2: TOURISM DEVELOPMENT: PRODUCTS, OPERATIONS AND CASE STUDIES
(TUTOR MARKED ASSIGNMENT)

Course Code: TS-2 **Programme: CTS**

Total Marks: 100 **Assignment Code: TS-2/TMA/2026**

Note: This TMA consists of ten questions, out of which you have to attempt any five. The question carries 20 marks each and should be answered in about 600 words each. Send your TMA to the Coordinator of your Study Centre.

1. What is tourist generating region? Discuss the features of Domestic tourist generating region of India. 20
2. What is Sociology of Tourism? Discuss some major points to be explored in the sociology of Tourism. 20
3. What is the importance of field work in Anthropological studies of Tourism? 20
4. Discuss the achievements and failures of Khajuraho Dance Festival. 20
5. Differentiate between fair and festivals. Elaborate the importance of fair and festivals in Indian tourism. Give examples. 20
6. Write short notes on: (2X10=20)
   a) Cultural Festivals
   b) Tribal Festivals
7. Elaborate the role of Zonal Cultural Centres set up by the Government of India. 20
8. Analyse the efforts made by the Department of Tourism to market the tourism products of India in overseas markets. 20
9. Discuss the parameters by which one can assess the growth of a Travel Agency?
10. Write short notes on : (2X10=20)
    a) Adventure Destinations of India
    b) Kalinga- Bali Yatra.

1. What is tourist generating region? Discuss the features of Domestic tourist generating region of India. 20

Answer

A tourist generating region is the place or area from which tourists begin their journeys. It is sometimes called an origin region or a tourist source market. A person may live in Delhi, travel to Jaipur for a holiday and return home; in this case Delhi is the generating region and Jaipur is the destination. The transport routes between the two form the connecting link. Understanding this difference helps tourism planners know where potential visitors live, why they travel, how much they can spend and which destinations they are likely to choose.

In domestic tourism, both the generating region and the destination are within the same country. India is an especially interesting example because it contains large metropolitan cities, agricultural regions, pilgrimage centres, hill states and coastal areas. There is no single type of Indian domestic tourist. A generating region's characteristics depend on population, income, mobility, family traditions, local festivals and access to transport.

Major features of domestic tourist-generating regions in India

1. Large and varied population base. India's population provides a wide potential market. Students, working people, pensioners, farmers, businesspersons and families travel for different purposes. Even a relatively small proportion of households travelling from a densely populated region can produce substantial tourist movement. Therefore, both population size and the actual tendency to travel are important; a populous area is not automatically the richest tourism market.

2. Urban and metropolitan concentration. Large cities such as Delhi, Mumbai, Bengaluru, Chennai, Hyderabad, Kolkata and Pune are important sources of domestic tourists. Their residents often have greater access to paid holidays, travel information, airports, railway connections and organised tour packages. Urban people may travel to hills, beaches, wildlife areas or heritage towns to obtain a change from crowded daily surroundings. Short breaks from Delhi to nearby hill towns and from Mumbai or Pune to the Konkan coast illustrate this pattern.

3. The role of income and occupation. Disposable income affects the choice of destination, duration and accommodation. A family with a modest budget may prefer a train journey, inexpensive guest house and a nearby religious centre. Higher-income visitors may purchase air tickets, resort stays and adventure