BTMC- 137: PROFILE OF MODERN TOURISM

Tutor Marked Assignments
Course Code: BTMC-137
Total Marks: 100
(2026)

Section A

Answer the following questions in about 500 words each.

1. Elaborate on policy areas which can be explored for sustainable tourism development. **20**

2. Define International tourism. What are the pre-requisites of undertaking an international travel? **20**

Section B

Answer the following questions in about 250 words each.

3. Define Domestic tourism. Explain the reasons behind the growth of domestic tourism in India. **10**

4. Write short notes on any two of the following: **2x5=10**

a) Travel Circuit
b) Hunar Se Rozgar Tak Scheme
c) Staycation

5. Write a note on UDAN Scheme. **10**

Section C

Answer the following questions in about 100 words each.

6. What is meant by seasonality is tourism? Explain the problems and benefits of seasonality in tourism. **6**

7. Discuss the importance of festivals in tourism. **6**

8. Define Medical tourism. What are the major issues and challenges faced in medical tourism? **6**

9. Write a note on guest – host relationship. **6**

10. Discuss the characteristics of tourist behaviour. **6**

1. Elaborate on policy areas which can be explored for sustainable tourism development. 20

Answer

Sustainable tourism means developing and managing tourism so that it meets the needs of today's visitors and host communities without harming the opportunities of future generations. A destination cannot be called successful merely because tourist arrivals and hotel bookings have increased. Its natural resources, local culture, employment conditions and residents' quality of life must also remain healthy. Therefore, tourism policy needs to balance environmental protection, economic benefits and social responsibility.

Planning and responsible use of land. The first policy area is proper destination planning. Governments should identify which places can receive visitors, which areas require strict protection and which activities suit each location. Land-use rules can prevent hotels from occupying fragile coastlines, wetlands, riverbanks and steep hill slopes. Environmental impact assessments, building regulations and restrictions on construction in ecologically sensitive areas help avoid long-term damage. Planning should be based on the physical carrying capacity of a site as well as the comfort of local people and visitors.

Protection of natural resources. Tourism depends heavily on clean landscapes, forests, wildlife and water. Policies can encourage water conservation, rainwater harvesting, energy-efficient accommodation and safe treatment of sewage. Hotels and tourism operators should be guided to reduce single-use plastics, segregate waste and follow proper disposal practices. Protected areas require visitor rules, trained guides and fees that support conservation. At a hill destination, controlling vehicle entry during peak hours may protect air quality and reduce traffic pressure.

Climate action and sustainable transport. Tourism both contributes to and suffers from climate change. Policy should support efficient public transport, reliable last-mile connections, walking routes and cleaner vehicles wherever feasible. Accommodation businesses can be encouraged to measure energy use and adopt renewable energy. Mountain, coastal and island destinations also need climate-risk planning for floods, landslides, storms and heat. Adaptation is important because a tourism site may become unsafe even when its businesses are profitable.