

MTTM-101: TRAVEL AND TOURISM INDUSTRY
(Tutor Marked Assignment)

Course Code: MTTM-101
Total Marks: 100

Programme: MTTM_NEW
Assignment Code: MTTM-101/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 **500 words**. Send your TMA to the Coordinator of your Learner Support Centre.

1. Define tourism. Describe the characteristics of tourism services. 20
2. Discuss the different tourism stakeholders and their role in tourism development. 20
3. Discuss the various stages of Butler's TALC Model with suitable examples. 20
4. Discuss how geography and anthropology play a role in tourism. 20
5. What is the economic significance of tourism? Outline the major trends and factors shaping international tourism. 20
6. Describe the major challenges affecting domestic tourism in India. 20
7. Explain the various approaches to tourism planning. 20
8. Evaluate the role of community participation and sustainable practices in achieving long-term destination success. 20
9. Discuss the impact of digital transformation on tourism services. 20
10. Write short notes on the following: (5x4=20)
 - a) Difference between primary and secondary tourism constituents
 - b) Sustainable Tourism
 - c) Tourism Regulations
 - d) Incredible India Campaign