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**INDIRA GANDHI NATIONAL OPEN UNIVEERSITY**

**CERTIFICATE IN TOURISM STUDIES (CTS)**

**TUTOR MARKED ASSIGNMENT (TMA)**

**BANS-183: TOURISM ANTHROPOLOGY**

**SESSION: July 2025 & January 2026**

<b>Answer:</b>	
Name:	
Enrollment No.:	
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**BANS-183: TOURISM ANTHROPOLOGY**

**Course Code: BANS 183/AST/TMA/July 2025**

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# **BANS-183: TOURISM ANTHROPOLOGY**

## **Tutor Marked Assignment (TMA)**

### **Assignment – I**

#### **Q1. Define anthropology. Discuss the history of tourism.**

##### **Answer:**

Anthropology is the scientific study of human beings, their culture, behaviour, biological development, and social life. The word anthropology comes from two Greek words: *anthropos* meaning human and *logos* meaning study. Anthropology helps us understand how humans live, how societies develop, and how cultural traditions and social systems change over time. It studies both past and present human life, including customs, beliefs, languages, and physical characteristics.

Anthropology is divided into four main branches: cultural anthropology, physical anthropology, archaeological anthropology, and linguistic anthropology. Cultural anthropology focuses on human culture and traditions, while archaeological anthropology studies ancient human societies through material remains. Physical anthropology examines human biological evolution, and linguistic anthropology studies human language and communication.

Tourism is closely connected to anthropology because tourism involves interaction between people of different cultures. Anthropologists study how tourism affects local communities, traditions, and social relationships.

The history of tourism dates back to ancient civilizations. In ancient Egypt, Greece, and Rome, people travelled for trade, education, religious purposes, and entertainment. Wealthy Romans travelled to coastal areas and famous cities for leisure and relaxation. Pilgrimage was also an important form of travel, where people visited religious places such as Mecca, Jerusalem, and Varanasi.

During the medieval period, travel was mainly for religious purposes, trade, and exploration. Pilgrimages remained common, and traders travelled along routes such as the Silk Road.

The modern concept of tourism began in the 17th and 18th centuries with the “Grand Tour” in Europe. Wealthy young Europeans travelled to countries such as Italy and France to gain education and cultural knowledge. This period marked the beginning of tourism as a cultural and educational activity.

The Industrial Revolution in the 19th century played a major role in the development of tourism. Improved transportation, such as railways and steamships, made travel easier and more

affordable. Thomas Cook organized the first group tour in 1841, which is considered the beginning of organized tourism.

In the 20th century, tourism expanded rapidly due to the development of airplanes, hotels, and tourism infrastructure. After World War II, tourism became a global industry, and people travelled for leisure, education, business, and cultural exchange.

Today, tourism is one of the largest industries in the world. It promotes cultural exchange, economic development, and understanding between different societies. Anthropology helps us understand the social and cultural impacts of tourism on local communities.

**Conclusion:**

Anthropology helps us understand human culture and society, while tourism reflects human curiosity and cultural interaction. The history of tourism shows how travel has evolved from religious and trade purposes to a global leisure and cultural activity.

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## **Q2. What is authenticity in tourism? Explain with suitable examples.**

**Answer:**

Authenticity in tourism refers to the originality and genuineness of cultural experiences, traditions, places, and practices that tourists observe or participate in. It means that the cultural elements presented to tourists truly represent the real traditions and lifestyle of local communities rather than artificial or commercialized versions created only for tourism purposes.

Authenticity is important because many tourists travel to experience real cultures, traditions, and heritage. Authentic tourism helps preserve cultural identity and promotes respect for local traditions.

There are three main types of authenticity in tourism:

**Objective authenticity:**

This refers to original cultural objects, monuments, and heritage sites. For example, visiting the Taj Mahal in India provides an authentic experience because it is an original historical monument built during the Mughal period.

**Constructed authenticity:**

This occurs when cultural experiences are modified or recreated for tourists. For example, cultural dance performances organized for tourists may not be exactly the same as traditional performances but are presented to attract visitors.

**Existential authenticity:**

This refers to the personal feelings and experiences of tourists when they connect with a place or culture. For example, staying in a traditional village and participating in local activities can create a meaningful and authentic experience.

In India, many tourism activities offer authentic cultural experiences. For example, visiting rural villages in Rajasthan allows tourists to experience traditional lifestyles, local food, and handicrafts. Similarly, attending festivals such as Diwali or Holi provides tourists with real cultural experiences.

However, sometimes tourism can lead to commercialization, where cultural practices are changed to attract tourists. This may reduce authenticity and affect local traditions.

Authenticity is important for sustainable tourism because it helps preserve cultural heritage and provides economic benefits to local communities. Tourists who experience authentic culture develop greater respect and understanding for different societies.

**Conclusion:**

Authenticity in tourism ensures that cultural traditions and heritage are preserved and presented genuinely. It enhances tourist satisfaction and promotes cultural preservation and sustainable tourism.

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## **Assignment – II (Short Notes – 250 words each)**

### **Q3. Define and discuss eco-tourism with suitable examples.**

**Answer:**

Eco-tourism refers to responsible travel to natural areas that conserves the environment, protects wildlife, and supports local communities. It focuses on minimizing environmental damage and promoting awareness about nature conservation.

Eco-tourism encourages tourists to respect natural resources and cultural traditions. It promotes sustainable development by creating employment opportunities for local people while protecting natural ecosystems.

Key features of eco-tourism include environmental conservation, community participation, cultural preservation, and educational awareness. Tourists learn about biodiversity, wildlife, and environmental protection.

India has many eco-tourism destinations. For example, Kaziranga National Park in Assam is famous for its one-horned rhinoceros. Visitors can observe wildlife while supporting conservation efforts. Similarly, Kerala's backwaters promote eco-friendly tourism through houseboats and nature conservation.

Eco-tourism helps protect natural resources and promotes sustainable development.

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#### **Q4. Discuss museums and arts as cultural heritage with examples from India.**

**Answer:**

Museums and arts are important parts of cultural heritage because they preserve history, traditions, and artistic achievements. Museums protect historical objects, paintings, sculptures, and cultural artifacts, allowing people to learn about past civilizations.

In India, museums such as the National Museum in New Delhi preserve ancient sculptures, coins, and historical objects. These museums help educate people and promote cultural awareness.

Art forms such as classical dance, music, painting, and handicrafts are also important cultural heritage. For example, Madhubani painting in Bihar and Kathak dance in North India represent traditional Indian culture.

Tourism helps promote museums and arts by attracting visitors and supporting artists.

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#### **Q5. Discuss commodification in tourism with examples.**

**Answer:**

Commodification in tourism refers to the process of turning cultural traditions, objects, and experiences into products that can be sold to tourists. Cultural elements such as dances, handicrafts, and festivals may be modified to attract tourists and generate income.

For example, traditional handicrafts such as Kashmiri shawls and Rajasthani handicrafts are sold to tourists. Cultural dance performances may also be organized specifically for tourists.

While commodification provides economic benefits, it may also reduce the original cultural meaning of traditions.

# Assignment – II

**Answer the following questions in about 150 words each.**

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## **(a) Bhimbetka**

Bhimbetka is an important archaeological and cultural heritage site located in the Raisen district of Madhya Pradesh, India. It is famous for its prehistoric rock shelters and cave paintings, which provide evidence of early human life dating back more than 30,000 years. These rock shelters were used by early humans as living spaces and places for artistic expression.

The cave paintings at Bhimbetka depict scenes of daily life such as hunting, dancing, and animal activities. These paintings help anthropologists understand the lifestyle, culture, and environment of prehistoric human societies. Bhimbetka was declared a UNESCO World Heritage Site in 2003 due to its historical and cultural importance.

From a tourism perspective, Bhimbetka attracts both domestic and international tourists interested in history, archaeology, and culture. It promotes cultural awareness and contributes to local economic development. Bhimbetka represents an important link between human evolution, art, and cultural heritage.

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## **(b) Local environment versus tourist sites**

The local environment refers to the natural, cultural, and social surroundings where local communities live, while tourist sites are specific places developed to attract visitors. Tourism can have both positive and negative impacts on the local environment.

Tourism helps improve infrastructure, create employment opportunities, and promote cultural exchange. For example, tourism in hill stations like Shimla has improved roads, hotels, and local businesses.

However, excessive tourism can harm the environment through pollution, deforestation, and waste generation. It can also disturb local traditions and lifestyles. Overcrowding at tourist sites may damage natural resources and reduce environmental quality.

Therefore, it is important to maintain a balance between tourism development and environmental protection. Sustainable tourism practices, such as waste management and conservation programs, help protect the local environment while supporting tourism.

## **(c) Sustainable tourism**

Sustainable tourism refers to tourism that meets the needs of present tourists and local communities without harming the environment and cultural heritage for future generations. It focuses on environmental protection, cultural preservation, and economic development.

Sustainable tourism encourages responsible use of natural resources, reduces pollution, and protects wildlife. It also supports local communities by creating employment opportunities and promoting local culture.

For example, eco-tourism in Kerala promotes environmental conservation while supporting local livelihoods. Similarly, national parks in India encourage responsible tourism to protect wildlife.

Sustainable tourism ensures long-term benefits by preserving natural and cultural resources. It helps maintain ecological balance and promotes responsible travel behaviour among tourists.

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## **(d) Host and guest in tourism**

In tourism, the host refers to the local community that receives and interacts with tourists, while the guest refers to the tourist who visits a place for leisure, business, or cultural purposes. The relationship between host and guest plays an important role in tourism development.

Hosts provide services such as accommodation, food, and cultural experiences. Guests contribute to the local economy by spending money on tourism services.

Positive interaction between hosts and guests promotes cultural exchange, understanding, and economic growth. However, negative behaviour by tourists may harm local culture and traditions.

Respect for local customs and responsible behaviour by tourists helps maintain a healthy host-guest relationship and promotes sustainable tourism.

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## **(e) Art as cultural heritage**

Art is an important part of cultural heritage because it reflects the traditions, beliefs, and creativity of a society. Art includes painting, sculpture, music, dance, handicrafts, and architecture.

In India, traditional art forms such as Madhubani painting, Kathak dance, and temple architecture represent cultural identity. These art forms are passed from one generation to another and preserve cultural traditions.

Tourism helps promote art by attracting visitors and providing economic support to artists. Museums and cultural festivals also help preserve artistic heritage.

Protecting art as cultural heritage ensures that future generations can learn about and appreciate their cultural traditions.

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