

ASSESSMENT # 4

Total Marks: 30

- 1.** Give short answers for the following questions: (12)
 - i. What are the inbound tour operations?
 - ii. Define outbound tour operations
 - iii. Name the principle suppliers involved in the tourism industry.
 - iv. Outline the staff requirements for inbound tour operations.

- 2.** Discuss, in detail, the tasks involved in inbound tour operations. (8)

- 3.** Which marketing strategies are used in inbound and outbound tour operations and how do they differ? (10)