

ASSESSMENT # 10

Total Marks: 30

- 1.** Give short answers for the following questions: (18)
 - i. Outline the benefits of public awareness programmes.
 - ii. How do inbound tours benefit the country?
 - iii. Outline the ways for promoting inbound tours.

- 2.** Discuss, in detail, the programmes that can be organised to create public awareness about tourism. (12)