



Introduction to Travel and Tourism

ASSESSMENT # 1

Total Marks: 30

1. Define tourism. How it is different from travel? **8**
2. What is the main difference between inbound and outbound tourism? **8**
3. What is business tourism? Discuss its main types. **6**

Activity

Choose one country in Asia and research some of the natural and cultural attractions which might appeal to visitors from the UK. **8**