

ASSESSMENT # 4

Total Marks: 30

1. Give short answers for the following questions: (12)
 - i. What are 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)