

Conference and Events Management in Hospitality Industry

ASSESSMENT # 11

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 various ways of promoting inbound tours.

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