

### ASSESSMENT # 17

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)