



Introduction to Travel and Tourism

ASSESSMENT # 1

Total Marks: 30

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| 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**