

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)