

**ASSESSMENT # 10****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 ways for promoting inbound tours.
  
- 2.** Discuss, in detail, the programmes that can be organised to create public awareness about tourism. (12)