

Q1. What is sport tourism?

- A. Sports tourism can be taken as a spectator, such as a visit to a major sporting event like a Six Nations Rugby International or a motor racing Grand Prix in another country. Or they can be taken as a competitor, perhaps running in a marathon, which may require a stay away from home.

Q2. What is the main difference between inbound and outbound tourism?

- A. Inbound refers to tourists entering a country and outbound refers to tourists leaving their country of origin for another.

Q3. Which marketing strategies are used in inbound and outbound tour operations and how do they differ?

- A. Inbound marketing strategies uses marketing programs like Department of Tourism, International travel exhibition and exposition like ITB . Some tour operators may have their own office in other countries, print and distribute their brochures stressing the special aspects of their products. And outbound tours they focus on limited destination which is more popular. The marketing of tour packages and applying of the principals involved differ in inbound tours and outbound tours.

Q4. Name the principle suppliers involved in the tourism industry?

- A. The suppliers involved in the tourism industry are hotels, airlines, insurance companies, transporters, health service providers, conference and convention organizers, mall owners, shopkeepers/shopping, and numerous others on the list, which relies on the characteristics of this tourism industry.