

Travel and Tourism (Short Course)

1. *What is sports Tourism?*

Sports tourism – sports tours can be taken as a spectator, such as a visit to a major sporting event in another country. They can also be taken as a competitor, perhaps running in a marathon, which may require a stay away from home.

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

Inbound: tourists entering the country.

Outbound: tourists leaving the country for another.

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

For the **inbound** tour operations, it is important to gain direct access to the overseas markets. This can be one by starting the marketing programme with the principles of “customer care” and/or “quality.”

The marketing of inbound tour operations should focus on quality guarantees at every level of product designing, development and delivery/promotion, after-delivery efforts, as all play an effect on the overall marketing philosophy.

For the outbound tour operation, regardless of the which areas the focus is on the marketing staff has to be familiar with these locations. It is only then that a true picture of the destination is presented to the customers. It is only your first-hand information about the destination that will aid in marketing them successfully. The most common tool used to achieve this target is to take advantage of familiarization tours offered by these destinations as endorsement tools. The staff can make use of the group escort facility and visiting the destinations. A standard practice is to give one complimentary ticket for every group of 10-14 passengers.

4. *Name the principle suppliers involved in the tourism industry.*

The main suppliers in the tourism industry are hotels, airlines, cultural attractions, malls, etc.