

**THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
ADVANCED CERTIFICATE IN TOURISM OPERATIONS
FINAL EXAMINATION 2009/2010
SSC 2332 – ORGANIZATION AND MARKETING IN TOURISM**



DURATION –THREE (03) HOURS

Date: 21st March 2010

Time: 1.30p.m. . – 4.30 p.m.

Answer five questions only. Select at least one question from each part. Each question carries 20 marks.

Part 1 – Organization in Tourism

1. Write brief notes on the following
 - a. Ceylon Tourist Board Act No. 10 of 1966 (5 marks)
 - b. Tourist Development Act No. 14 of 1968 (5 marks)
 - c. Tourism Act No. 38 of 2005 (5 marks)
 - d. World Tourism Organization (5 marks)
2. Explain the need to have tourist organizations at different levels (i.e. National, Regional and International).
3. There are five Codes made by the Ceylon Tourist Board under the Tourist Development Act No 14 of 1968. What are they and briefly describe any 2 of them.

Part 2 – Marketing

4. A friend of yours is interested in owning and running a guesthouse. As a student in tourism marketing, what advice would you give your friend for the successful operation of the guest-house.
5.
 - (a) Explain what is meant by the tourist product. (10 marks)
 - (b) How is the tourist product different from other products in marketing? (10 marks)
6. What are the main concepts to be considered in defining 'marketing'?

Part 3 – Tourist Industry in Sri Lanka

7. Give an account of the history of the tourist industry in Sri Lanka during the past forty years up to 2008. You should support your answer with relevant statistics.
8. Today unemployment and under-employment are very serious problems in Sri Lanka. Do you agree or disagree that tourism is one of the answers to the problem? Give reasons for your choice?
9. (a) What are the negative aspects of tourism in Sri Lanka? (10 marks)
(b) What are your suggestions to minimize these negative aspects. (10 marks)

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