

**THE OPEN UNIVERSITY OF SRI LANKA  
DEPARTMENT OF SOCIAL STUDIES  
ADVANCED CERTIFICATE IN TOURISM OPERATIONS  
FINAL EXAMINATION 2009/2010  
SSC 2331 – INTRODUCTION TO TOURISM**



**DURATION –THREE (03) HOURS**

**Date: 21<sup>st</sup> March 2010**

**Time: 9.30 a.m. – 12.30 p.m.**

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

**Part 1 – Principles of Tourism**

1. (a) There are four elements that determine the success of a tourist destination. Briefly describe each. (16 marks)
- (b) In addition to these four elements name and describe any other factors that are important in sustaining a tourist destination. (four marks)
2. What are the socio economic factors that determine the growth of tourism?
3. Discuss the nature of conflicts between tourism and the environment.

**Part 2 – History of Tourism**

4. Describe the development of the tourist industry after the Industrial Revolution.
5. Read the following advertisement and answer the questions below.

***Hotel Ravana***

Ideally situated on the beach, bordering the Ruhunu National Park is Hotel Ravana consisting of 75 air conditioned rooms, a swimming pool and a bar. During the season, the hotel also provides a daily excursion to the Kataragama Festival and Sithulpawwa.

**Identify the following:**

1. A natural attraction (5 marks)
2. A man made attraction (5 marks)
3. An event attraction (5 marks)
4. An amenity (5 marks)

6. "Thomas Cook can be considered the pioneer of the tourist industry". Discuss this statement with special reference to his contribution to the industry.

### **Part 3 – Measurement of Tourism**

7. What are indicators used to describe the volume and value of tourism. Briefly explain the advantages and disadvantages of each indicator.
8. Define the following:
- (a) Visitor
  - (b) Domestic Visitor
  - (c) International Tourist
  - (d) A Domestic Day Visitor. (5 marks for each definition)
9. Describe the measures used by the receiving countries and countries of origin to measure the volume of tourist movements.

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