

THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF SOCIAL STUDIES
 ADVANCED CERTIFICATE IN TOURISM OPERATIONS
 FINAL EXAMINATION 2010/2011
 SSC 2332 – ORGANIZATION AND MARKETING IN TOURISM



DURATION –THREE (03) HOURS

Date: 24th April 2011

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. *Explain* the functions of a National Tourist Organization.
2. *Name* three international organizations and *briefly explain* the functions of 2 of them.
3. (a) There were five Codes made by the Ceylon Tourist Board under the Tourist Development Act No 14 of 1968. What are they? (10 marks)
 (b) *Briefly describe* any two of them. (10 marks)

Part 2 – Marketing

4. Of the four traditional marketing mix elements describe in detail two of them with particular reference to the business of a tourist hotel.
5. Explain 5 of the terms given below in your own words.
 1. Customer
 2. Customer satisfaction
 3. Profit (Short run and Long run)
 4. Profitability
 5. Marketing
 6. Entrepreneur
 7. Needs
 8. Wants (4 marks for each)
6. (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)

Part 3 – Tourist Industry in Sri Lanka

7. (a) *Briefly describe* the two organizations that were formed at the beginning of organized tourism in Sri Lanka. (8 marks)
- (b) What are the reasons for the introduction of the Tourism Act No. 38 in 2005. (12 marks)
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 the advantages that Sri Lanka has as a tourist destination? (10 marks)
- (b) Do you agree or disagree that these advantages are used for best results? (10 marks)

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