

THE OPEN UNIVERSITY OF SRI LANKA  
 DEPARTMENT OF SOCIAL STUDIES  
 ADVANCED CERTIFICATE IN TOURISM OPERATIONS  
 FINAL EXAMINATION 2010/2011  
 SSC 2331 – INTRODUCTION TO TOURISM



DURATION –THREE (03) HOURS

Date: 24<sup>th</sup> April 2011

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) *List* the four As (elements or qualities) for the success of a tourist destination. (4 marks)
- (b) *Explain* in detail two of the elements. (8 marks)
- (c) In addition to the four elements there is one other factor that is important for the success of a tourist destination. *Briefly explain* what that factor is. (8 marks)
2. (a) *List* the ten steps in the planning process. (10 marks)
- (b) Explain in detail two of these steps in the planning process. (10 marks)
3. What are the socio-economic factors that determine tourism? *Explain* in detail.

**Part 2 – History of Tourism**

4. (a) What are the five characteristics of tourism? (10 marks)
- (b) Give examples of tourist requirements/services for each characteristic. (10 marks)
5. What are the significant changes and their implications in the creation of a tourist industry?
6. Explain the significant features of the development of the tourist industry in the 20th century.

### Part 3 – Measurement of Tourism

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

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