

THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF SOCIAL STUDIES
 ADVANCED CERTIFICATE IN TOURISM OPERATIONS
 FINAL EXAMINATION 2011/2012
 SSC 2331 – INTRODUCTION TO TOURISM



DURATION –THREE (03) HOURS

Date: 20th May 2012

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 the above four elements **name and describe** any other factors that are important in sustaining a tourist destination. (4 marks)
2. What are the various components of the tourism sector? **Briefly explain** each.
3. **Explain** four different forms of tourism.

Part 2 – History of Tourism

4. How did the industrial revolution result in an increase in the number of people going on holidays?
5. Read the following advertisement and answer the questions below.

Hotel Lanka

Ideally situated in the scenic hill country, bordering the Royal Botanical Garden, Peradeniya is Hotel Lanka consisting of 25 air conditioned rooms, a swimming pool and a bar. During the season, the hotel also provides an excursion to the Kandy Perahera and the Temple of the Tooth.

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. Discuss the evolution of air transport in the 20th century and how it influenced the growth of international tourism.

Part 3 – Measurement of Tourism

7. What are the various measures of volume and value of tourism and discuss their significance. Name three source documents from which you can get information on volume and value of tourism to a destination.
8. Define the following:
- (a) Visitor
 - (b) Domestic Visitor
 - (c) International Tourist
 - (d) A Domestic Day Visitor. (5 marks for each definition)
9. Tourists visiting a destination can be classified into different categories. Two examples are by Sex or Age Group. Name **four other** classification groups and **briefly describe** the importance of each for marketing and development purposes.

*****Copyright reserved*****