

THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF SOCIAL STUDIES
 ADVANCED CERTIFICATE IN TOURISM OPERATIONS
 FINAL EXAMINATION 2012/2013
 SSC 2332 – ORGANIZATION AND MARKETING IN TOURISM



DURATION –THREE (03) HOURS

Date: 15th December 2013

Time: 1.30p.m. . – 4.30 p.m.

Answer five (05) questions only. Select at least one (01) question from each part. Each question carries 20 marks.

PART 1 – ORGANIZATION IN TOURISM

1. *Name* three (03) international organizations and *briefly explain* the functions of two (02) of them.
2. The tourist industry in Sri Lanka was established and administered by the Ceylon Tourist Board Act No. 10 of 1966 and the Tourist Development Act No. 14 of 1968. In recent years another Act called the Tourism Act No. 38 of 2005 was enacted. What were the reasons for the enactment of this Act in 2005.
3. In your own words describe the role of a National Tourist Organization (about 500 words).

PART 2 – MARKETING

4. (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)
5. *Describe* the *four (04)* basic components of a marketing mix (about 500 words).
6. *Explain five (05)* 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)

(P.T.O.)

PART 3 – TOURIST INDUSTRY IN SRI LANKA

7. (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)
8. Briefly explain the economic impacts of tourism in Sri Lanka. (not exceeding 500 words)
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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