

THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF SOCIAL STUDIES
 ADVANCED CERTIFICATE IN TOURISM OPERATIONS
 FINAL EXAMINATION 2012/2013
 SSC 2331 – INTRODUCTION TO TOURISM



DURATION –THREE (03) HOURS

Date: 15th December 2013

Time: 9.30 a.m. – 12.30 p.m.

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

PART 1 – PRINCIPLES OF TOURISM

1. (a) *Explain in detail* the four (04) As (elements or qualities) for the success of a tourist destination. (16 marks)
 (b) In addition to the four elements briefly explain the other factor that is important for the success of a tourist destination. (4 marks)
2. In your own words *describe* the socio-economic factors that determine the growth of tourism. (Around 500 words)
3. (a) *List* the 10 steps in the planning process. (10 marks)
 (b) *Explain in detail* two (02) of these steps in the planning process. (10 marks)

PART 2 – HISTORY OF TOURISM

4. *Write an essay* (around 500 words) of how various types of transport facilities developed over the years.
 5. *Describe* the development of the tourist industry after the Industrial Revolution.
 6. (a) What are the five (05) characteristics of tourism? (10 marks)
 (b) Give examples of tourist requirements/services for each characteristic. (10 marks)
- (P.T.O.)**

PART 3 – MEASUREMENT OF TOURISM

7. 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.
8. What are the various measures of volume of tourism used by the receiving countries and the countries of origin?
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.

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