

THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
ADVANCED CERTIFICATE IN TOURISM OPERATIONS
FINAL EXAMINATION 2010/2011
SSC 2334 – TRAVEL MANAGEMENT



DURATION –THREE (03) HOURS

Date: 30th April 2011

Time: 1.30 p.m. – 4.30 p.m.

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

PART 1 –TOURS AND TRAVEL AGENCY OPERATIONS

1. Travel arrangements relate to three matters. *Briefly describe* each of these.
2. *Describe* the four stages in making hotel reservations for accommodation.
3. What are the ticketing responsibilities of a Travel Agent.

PART 2 - AIRLINE TICKETING

4. *Briefly explain* any five of the following terms:
 1. Airline Club Lounge
 2. Boarding Pass
 3. Bumping
 4. CRS
 5. IATA
 6. Load Factor
 7. Segment
 8. Senior Citizen

(4 marks each)
5. List out ten points of information entered in an Airline Ticket and explain the manner of completion of each one of them.
6. Briefly explain the eight freedoms of the air.

PART 3 - TRAVEL MARKETING

7. Why is Hospitality and Travel Services Marketing different from other services? Give your answer in *point form*?
8. What are the sources of information available for travel agents to scan the environment?
9. *List* out the seven core principles of marketing and *briefly explain* each one of them.

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