

**THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
ADVANCED CERTIFICATE IN TOURISM OPERATIONS
FINAL EXAMINATION 2011/2012
SSC 2332 – ORGANIZATION AND MARKETING IN TOURISM**



DURATION –THREE (03) HOURS

Date: 20th May 2012

Time: 1.30p.m. . – 4.30 p.m.

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

Part 1 – Organization in Tourism

1. Write brief notes on the following
 - a. Ceylon Tourist Board Act No. 10 of 1966 (5 marks)
 - b. Tourist Development Act No. 14 of 1968 (5 marks)
 - c. Tourism Act No. 38 of 2005 (5 marks)
 - d. World Tourism Organization (5 marks)
2. What is the role of a National Tourist Organization?
3. There are five Codes made by the Ceylon Tourist Board under the Tourist Development Act No 14 of 1968. What are they and briefly describe any two of them.

Part 2 – Marketing

4. A friend of yours is interested in owning and running a guesthouse. As a student in tourism marketing, what advice would you give your friend for the successful operation of the guest-house.
5. (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)
6. What are the main concepts to be considered in defining 'marketing'?

Part 3 – Tourist Industry in Sri Lanka

7. Give an account of the history of the tourist industry in Sri Lanka during the past 40 years up to 2011. In your answer you should also include statistics to show the past performance.
8. Today unemployment and under-employment are very serious problems in Sri Lanka. Do you agree or disagree that tourism is one of the answers to the problem? Give reasons for your choice?
9. (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)

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