

UNIVERSITY OF COLOMBO
FACULTY OF ARTS
DEPARTMENT OF ECONOMICS

**DIPLOMA IN TRAVEL AND TOURISM ECONOMICS AND HOTEL
MANAGEMENT**

FINAL EXAMINATION 2016 (9th Batch)

DTTEHM 04: TRAVEL AND TOURISM OPERATIONS

Time Allowed: TWO [2] HOURS

Answer Four Questions Including Question No. 1

(Question No 1 is Compulsory)

All questions carry equal marks

(1) Prepare a tour itinerary for the following:

a) A group of 09 Pax from a country of your choice

- The group comprises with 03 couples, two ladies and a gentleman; Their age between 30 -40 years
- Duration of Stay: 11 nights in Sri Lanka
- Period of Stay: From May to October
- Interests: Sightseeing, wildlife, visit lesser known places, soft adventure or water sports, relax at a beach or at a nature -sunny resort for a shorter period.

Or

You may suggest a different experience

- Period of the year- at your choice

b) A short description of each place they visit

c) Estimate the possible cost: Only the heading of the costs, distribution of rooms, type of transport etc.

(2) Explain the main functions of an inbound travel agent and their income and expenditure.

- (3) What is the tour package? Explain how it is formed and executed?
- a) Why does the tour package become popular?
 - b) How do the inbound travel agents earn their revenue?
- (4) Explain the following:
- a) Channels of distribution of Tourism services
 - b) Role of the tour guide.
- (5) a) Explain the role and responsibilities of the tour executive for the smooth execution of a tour.
- b) List out the relevant documents for execution of a tour.
- (6) In the present scenario of the travel and tourism industry, tour operators have become decision makers in respect of marketing and selling the tourism product in the destinations, especially in developing countries. On the other hand, there is a huge trend in FITs travelling through social media communications. Discuss this statement.
- (7) The negative effects of multinationals and vertical integration of Destination Management Companies do not allow to have a fair play in the tourism market. Critically discuss this statement.

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